

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. III.

NEW YORK, JULY 9, 1890.

No. 2.

YOUR NEWSPAPER
ADVERTISING ?

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

RESULTS

Are the Effects of CONFIDENCE.

Advertising matter in the columns of THE LADIES' HOME JOURNAL is kept as clean and safe as its literary material. By closely adhering to this policy subscribers to the JOURNAL have been induced to READ advertisements and to rely upon them with an implicit faith never before experienced with any other publication.

The fullest confidence of a magazine's subscription list is better than gold to its publisher.

An advertisement in such a publication carries with it the personal stamp of approval of the management, and the endorsement of the publisher as a guarantee of good faith.

Experienced advertisers know the value of such a confidential relation between a publisher and his readers.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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SOME EXPERT OPINIONS.

This week PRINTERS' INK presents to its readers a very interesting series of letters received from large and well known general advertisers. These letters were written in response to a request that the various persons addressed should give the readers of this paper their opinions upon the three following questions:

1.—What do you consider a fair rate per 1,000 circulation for annual contracts?

2.—Have you found in your own experience that newspaper advertising pays; and if so, how does it compare with almanacs, circulars and other mediums?

3.—What, in your opinion, are the chief essentials of a successful advertisement?

The topics formulated by the above questions have been discussed more or less in these columns, and it is believed that they are all live subjects upon which the opinions of different men, who have had long experience in the advertising business, will be gladly welcomed. In each instance the writer's name precedes his letter:

DR. R. V. PIERCE.

Replying to your series of questions as to my views concerning certain topics relating to advertising, permit me to say that I make the attempt to comply with your request with many misgivings as to my qualifications for imparting any useful information in that line. However, I will take your questions up seriatim, and endeavor to give you my views as well as I can in the brief time and space at my command.

1.—On well-verified circulation and for good average mediums, for displayed "ads.," one-half cent per line per 1,000 circulation would seem to me to be a fair rate to both publisher and advertiser. There are many circumstances, however, that have their weight in determining the value of advertising space in any given medium. One of the first

misgivings that occurs to an advertiser, in estimating the value of a medium, is as to whether the publisher's claims as to amount of circulation can be relied upon or not. In other words, is the circulation reported bona fide, or more or less fictitious? The claims of those who take pains to verify their statements, as to the actual number of copies printed and circulated, by affidavits; or, better still, by showing their post-office receipts for the amount of postage paid; or by publishing the findings of disinterested and reliable committees, who have made thorough investigation and reported on the amount of circulation shown, are certainly entitled to far more generous consideration, on the part of the advertiser, than are the unverified claims of publishers who neglect, or absolutely refuse, to furnish such evidence to substantiate their statements. An advertiser can no more afford to buy an unknown quantity than can the purchaser of any other commodity. If he consent to take chances, he must demand very liberal discounts to cover the risk. Then, other things being equal, space is always more valuable in a medium containing but little advertising than in one containing more. The greater the amount of advertising in a paper, the less likely is the reader's attention to be attracted to each individual advertisement. The position which an advertisement occupies has also an important bearing upon its value—choice positions always being considered more valuable, by shrewd advertisers, than "the run of the paper." Character of circulation must not be left out of consideration in estimating the value per thousand of any given medium; and the nature of the article to be advertised will also have an important bearing as to what any particular class of mediums may be worth for advertising a given article.

2.—Yes; I have found newspaper advertising to pay a fair profit on the money invested therein. To advertise

successfully, however, requires peculiar tact as well as good judgment and indomitable perseverance. Not every man has the talent to be a good surgeon or a good lawyer, and not every one can be a successful advertiser. Many times advertising fails of producing remunerative returns, for lack of care bestowed upon the preparation of the matter published. As to the relative merits of newspapers when compared with other mediums, such as pamphlets, circulars, etc., it would be difficult indeed to form an opinion. The Irishman said of his favorite tippie, "All whisky is good but some is better;" so as to mediums, all are at least good if used with tact and good judgment.

3.—In dealing with your question a myriad of contingencies and modifying conditions at once arise in one's mind, all of which have important bearing upon what may constitute a successful advertisement. In fact, it would be impossible to consider sufficient of these in this short article, which I have undertaken to write in reply to your queries, to make one's ideas of practical value. Hence, for the present, you must let me off with the brief statement that my belief is, that an advertisement must abound in common sense ideas, in truthfulness, terseness and positiveness of expression. If to these you can add novelty in the phraseology employed, or in the manner of display, or in both, so much the better. The people appreciate genius when displayed in writing about business topics, as well as when shown in other literary work.

SWIFT SPECIFIC COMPANY (J. W. RANKIN, SEC'Y).

1.—It is not an easy matter to make an average price. The small advertiser we should think ought to pay the morning papers about an average of one cent per line per thousand, and the afternoon papers about three-fourths of that amount. The larger advertiser of course expects better rates.

2.—Yes, newspaper advertising judiciously done pays in America better than any other medium. As adjuncts, the distribution of attractive printed matter, posting, painting, etc, are valuable, we think, in the proportion of one-fourth the worth of the newspapers. The American people, however, cannot be convinced of the value of any article, without the aid of the press.

3.—The article must be one of merit. No sort of an advertisement will con-

tinue to create a demand for goods which do not prove as represented. The advertisement must be strong, without exaggeration; should not be too long, and in this fast age is improved by some pointed illustrations.

E. C. ALLEN.

1.—One-half of one cent per line per 1,000 actual, honest circulation is a fair rate for monthlies that are well edited and carefully circulated. For weeklies, one-fourth to one-third of a cent a line per thousand circulation.

2.—I regard all other forms of advertising as auxiliary to newspaper advertising. My experience teaches that money intelligently expended in newspaper advertising gives better results than through other channels. Circulars and almanacs are necessary, but the great leader in the advertising field has been, is, and must remain the newspaper. The circulars and almanacs follow—the newspapers lead. I believe the advertiser who confines his efforts to circulars and almanacs, while he may meet with success, will not meet with as large a measure of success as with the same effort and amount spent in newspaper advertising.

3.—In attracting attention, in holding it until the advertisement has been more or less carefully read, and in leaving at least some impression that is not forgotten in a moment or an hour.

CYRUS H. K. CURTIS, PUBLISHER

"LADIES' HOME JOURNAL."

Replying to your favor of June 9, I should be glad to accommodate PRINTERS' INK in any way I can possibly do so; but it seems to me that the three questions you ask have been so thoroughly covered by your admirably conducted weekly as to leave but little to be said.

1.—It is almost impossible to answer the first question satisfactorily, as a fair rate per thousand circulation depends entirely upon the value of a medium to each individual advertiser, and what would seem a fair rate for one, could not be relied upon as a criterion for another. I have paid as high as three cents per line per thousand circulation for a daily newspaper, because said paper seemed to circulate entirely among the exact class that I wished to reach, and a class that could not be reached in any other way. To the majority of advertisers the price would seem exorbitant, especially for a daily paper.

2.—In reply to your second question, my own experience has been that news-

paper advertising is the only kind that does pay; for me, almanacs, circulars and other mediums outside of the regular periodicals are of no value whatever.

3.—The chief essentials of a successful advertisement are originality and genius in construction and display.

W. L. DOUGLAS SHOE CO.

1.—We are unable to estimate any particular rate per thousand to base our advertising, as the newspapers we use are of so varied a circulation that we could not form a basis that would be a satisfactory answer to your question.

2.—We consider newspaper advertising to be the most judicious way of reaching the general public, and have so found it in our experience. Circulars and other mediums are good when used in connection with newspaper advertising, if they can be made sufficiently interesting to gain attention.

3.—To be well displayed, with trademark or illustration that has either direct reference to the article advertised or one that is proposed to be made sufficiently well known to identify the two. To be brief and confined to the articles advertised. A careful selection of mediums, and, above all, persistency, without which, in our opinion, no advertising can be successful.

I. S. JOHNSON & CO.

1.—For weeklies "exceeding 1,000" circulation (Rowell's rating as a basis for price), we expect to make price average with a good position \$2.00 per inch per year for each 1,000 of circulation. We have done that on a contract for six months' time only. We have in years past paid agents as high as \$2.50 per inch for papers of high class. They of course make a good commission off from that. We have paid as low as \$1.50 an inch for same service without position in common country papers on a blanket contract. We, however, rarely use that grade of papers now.

2.—As we have been pretty extensive advertisers for a long series of years, and began without capital and are still afloat, it must have paid expenses at least. But to say positively what or which medium did it, we cannot do it. We have seen quicker and more positive and direct returns from almanacs and circulars than we ever did from newspapers. Still we believe the papers in the end are the best paying mediums, because the former, if

done as it ought to be, is more expensive and would soon swamp (financially) a party with small capital if attempted on any but a small scale; which latter makes it slow, uphill work.

3.—First, display that will catch the eye pleasantly and which contains all the essentials of the story; so that he who turns the paper is gradually impressed, even if he never read the ad. attentively at all. Such an ad. will be attractive to all of the more impressible readers, and if ever in want of the article will in time catch the thick-skin fellow. Second, exaggeration; if always within the bounds of truth. Third, an article of actual merit; if the ad. is to continue to be successful. Fourth, illustrations; if the advertiser can afford the space to have good ones, and they are of such a nature as can be made to connect the idea they convey in some way with the article advertised. Otherwise we should consider the space wasted.

ESTEY ORGAN COMPANY.

1.—We do not see how any definite answer can be made to your first question. A great many things enter into an estimate as to the value of any publication, and mere circulation does not always count.

2.—In reply to the second question, would say that newspaper advertising, in our experience, towers 'way above any other means for bringing our goods before the public. Of course, we use circulars and catalogues, but they are more to assist our salesmen than anything else.

3.—Replying to your third question, in our opinion the chief essentials of the successful advertiser are brevity, crispness, clearness, originality and truth.

THE circulation of a newspaper is important as deciding the value of its advertising columns, providing such circulation actually represents the demand for it. To print a certain number of papers a day is an easy matter. All that is required are press facilities, paper and ink. To distribute that number in response to a demand for it is, however, an entirely different matter. So that when an advertiser is told that the paper soliciting his business prints a certain stated number of papers a day, he should seek for a confirmation of the claim in the receipts by the paper in question from the sale of them.—*New Haven Register*.

THE PREFERRED LIST.*

In connection with the various lists that have heretofore been published in PRINTERS' INK, it has been stated that it was not pretended that they would cover the country in a really thorough manner. They merely presented a scheme suited to the needs of the various classes of advertisers who did not feel warranted in expending above a certain amount of money. In this issue, however, a list is presented which can be safely recommended to advertisers desiring to cover the country thoroughly by States. It has been made the subject of careful revision, and Geo. P. Rowell & Co. advise their patrons to confine their advertising to papers selected from this catalogue—unless they find conclusive reasons for wishing to use others.

In order that advertisers may form an idea of what it will cost to advertise the country thoroughly, it may be stated that a ten-line advertisement (about 75 words) will cost something like \$2.00. One hundred thousand dollars will not pay for the insertion of a very large advertisement in all of these papers for the period of three months.

Here, under the name of the "Preferred List," are set down the names of all the papers that have been included in previous lists, together with all such publications as can be specially recommended in any State, city or section of country. It has been the aim to name the best paper in every place; the catalogue will be found to include all the greatest and all the best.

The total edition of all these newspapers (a single issue of each) is between fifteen and eighteen million—more than enough to place a copy in the hands of every head of a family in every State, territory or province. An advertisement inserted once in all the periodicals here catalogued will reach the homes of more than fifty million people.

No periodical publication having so large a circulation as twenty-five thousand copies each issue is omitted. Every place having so large a population as 5,000, and every county seat having a population of so much as

3,000, is here represented if it has a newspaper printing so many as a thousand copies a week.

Every Religious, Agricultural or other Class weekly having a regular issue of so many as ten thousand copies; and every monthly "Class publication" having a regular issue of more than twenty thousand copies, will be found to have a place in this catalogue.

Place.	Paper.	Issue.
ALABAMA.		
Anniston.	Press.	D. & W.
Birmingham,	Age-Herald,	D. & W.
	Evening Chronicle,	D.
	Christian Advocate,	W.
Eufaula.	Times,	D. & W.
Greenville,	Advocate,	W.
Huntsville,	Mercury,	D. & W.
Mobile,	Register,	D. & W.
Montgomery,	Advertiser,	D. & W.
Selma,	Times Mail,	D. & W.
ARIZONA.		
Phoenix,	Herald,	D. & W.
Prescott,	Courier,	D. & W.
Tombstone,	Prospector,	D.
Tucson,	Arizona Star,	D. & W.
ARKANSAS.		
Eureka Springs,	Echo,	D. & W.
Fort Smith,	Times,	D. & W.
Helena,	World,	D. & W.
Hot Springs,	Sentinel,	D. & W.
Little Rock,	Arkansas Democrat,	D.
	Arkansas Gazette,	D. & W.
	Arkansas Baptist,	W.
	Arkansas Methodist,	W.
Pine Bluff,	Commercial,	D. & W.
	Press-Eagle,	W.
Texarkana,	Democrat,	D. & W.
CALIFORNIA.		
Alameda,	Argus,	S. W.
Chico,	Chronicle Record,	D. & W.
Eureka,	Humboldt Times,	D. & W.
Fresno,	Expositor,	D. & W.
Grass Valley,	Tidings,	D. & W.
Los Angeles,	Herald,	D.
	Times,	D. & W.
	Tribune,	D.
Marysville,	Appeal,	D. & W.
Merced,	Argus,	D. & W.
Napa,	Register,	D. & W.
Nevada City,	Transcript,	D.
Oakland,	Enquirer,	D. & W.
	Evening Tribune,	D.
	Morning Times,	D.
	Signs of the Times,	W.
Red Bluff,	Sentinel,	D. & W.
Sacramento,	Bea,	D.
	Record-Union,	D. & W.
San Bernardino,	Times-Index,	D. & W.
San Diego,	Union,	D. & W.
San Francisco,	Chronicle,	D. & W.
	Evening Bulletin,	D. & W.
	Evening Post,	D.
	Examiner,	D. & W.
	Morning Call,	D. & W.
	Report,	D.
	Argonaut,	W.
	Breeder & Sportsman,	W.
	Mining & Scientific Press,	W.
	Monitor,	W.
	News Letter,	W.
	Pacific Rural Press,	W.
	Wasp,	W.
San Jose,	Mercury,	D. & W.
San Luis Obispo,	Tribune,	D. & W.
Santa Barbara,	Press,	D. & W.
Santa Cruz,	Sentinel,	D. & W.
Santa Rosa,	Republican,	D. & W.
Stockton,	Independent,	D. & W.
Vallejo,	Chronicle,	D. & W.
Woodland,	Mail,	D. & W.
COLORADO.		
Aspen,	Times,	D. & W.
Boulder,	Herald,	D. & W.
Colo. Springs,	Gazette,	D. & W.

* This list is substantially a republication from the 175th edition of Geo. P. Rowell & Co's 256-page pamphlet called NEWSPAPER ADVERTISING, issued in April of the current year.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Denver,	Republican,	D. & W.	Thomasville,	Times-Enterprise,	L. & W.
	Rocky Mount'n News,	D.	Valdosta,	Times,	W.
	Times,	D.		IDAHO.	
	Colorado Farmer,	W.	Boise City,	Statesman,	D. & W.
	Field and Farm,	W.	Hailey,	Times,	D. & W.
	Min. & Scientific Rev.,	W.		ILLINOIS.	
Leadville,	Chronicle,	D. & W.	Alton,	Telegraph,	D. & W.
Ouray,	Solid Muldoon	W.	Aurora,	Express,	D. & W.
Pueblo,	Chieftain,	D. & W.	Belleville,	News-Democrat,	D. & W.
Trinidad,	Citizen,	D. & W.	Belvidere,	North-Western,	W.
	CONNECTICUT.		Bloomington,	Bulletin,	D. & W.
Ansonia,	Sentinel,	D. & W.		Leader,	D. & W.
Birmingham,	Transcript,	D. & W.		Pantagraph,	D. & W.
Bridgeport,	Evening Post,	D.		Home Circle,	M.
	Standard,	D. & W.		Public School Jour'l,	M.
Danbury,	News,	D. & W.	Cairo,	Bulletin,	D. & W.
Hartford,	Courant,	D.	Canton,	Register,	W.
	Post,	D. & W.	Carlinville,	Democrat,	W.
	Times,	D. & W.	Carroll,	Partisan,	W.
	Poultry World,	M.	Centralia,	Sentinel,	D. & W.
Meriden,	Journal,	D.		Democrat,	W.
	Republican,	D. & W.	Champaign,	Gazette,	D. & W.
Middletown,	Penny Press,	D. & W.	Charleston,	Plaindealer,	W.
New Britain,	Herald,	D. & W.	Chicago,	Evening Journal,	D.
New Haven,	Register,	D. & W.		Herald,	D., S. & W.
	Journal and Courier,	D.		Staats Zeitung,	D. & W.
	Morning News,	D.		Inter Ocean,	D., S. & W.
	Household Pilot,	M.		Mail,	D.
New London,	Day,	D. & W.		News,	D. & W.
New Milford,	Gazette,	W.		Times,	D., S. & W.
Norwalk,	Hour,	W.		Tribune,	D. & S.
Norwich,	Morning Bulletin,	D. & W.		Advance,	W.
	Record,	D.		Am. Artisan, Tinner	
Putnam,	Patriot,	W.		& House Furnisher,	W.
	Standard,	W.		Am. Bee Journal,	W.
Rockville,	Journal,	W.		American Contractor,	W.
Southington,	Phoenix,	W.		American Engineer,	W.
South Norwalk,	Sentinel,	D.		American Field,	W.
Stamford,	Advocate,	W.		Arkansas Traveler,	W.
Waterbury,	American,	D. & W.		Breeders' Gazette,	W.
	Republican,	D.		Christian Cynosure,	W.
Willimantic,	Journal,	W.		Christian Oracle,	W.
	DELAWARE.			Die Rundschau,	W.
Dover,	State Sentinel,	W.		Drovers' Journal,	W.
Wilmington,	Every Evening,	D.		Duntun's Spirit of the	W.
	News,	D. & W.		Turf,	W.
	Republican,	D.		Express,	W.
	DISTRICT OF COLUMBIA.			Farmers' Review,	W.
Washington,	Evening Post,	D.		Farm, Field & Stock-	
	Evening Star,	D. & W.		man,	W.
	Post,	D.		Free Methodist,	W.
	National Tribune,	W.		Horseman,	W.
	Fat. & Court Record,	M.		Industrial World and	
	U. S. Official Postal			Iron Worker,	W.
	Guide,	M.		Interior,	W.
	FLORIDA.			Journal of Commerce,	W.
Gainesville,	Advocate,	D. & W.		Journal of the Amer.	
Jacksonville,	Times Union,	D. & W.		Med. Association,	W.
Key West,	Equator Democrat,	D.		Lever,	W.
Ocala,	Banner,	W.		Living Church,	W.
Orlando,	Record,	D.		Mining Review,	W.
Palatka,	Herald,	D. & W.		N. W. Chr. Advocate,	W.
St. Augustine,	News,	D. & W.		N. W. Lumberman,	W.
Tallahassee,	Floridian,	W.		Orange Judd Farmer,	W.
	GEORGIA.			Prairie Farmer,	W.
Albany,	News & Advertiser,	D. & W.		Railway Age,	W.
Americus,	Recorder,	D. & W.		Religio-Philosophical	
	Republican,	W.		Journal,	W.
Athens,	Banner,	D. & W.		Standard,	W.
	Woman's Work,	M.		Svenska Tribunen,	W.
Atlanta,	Constitution,	D. & W.		Union Signal,	W.
	Journal,	D.		Western Rural,	W.
	Southern Cultivator			Young People's W'ly,	S. M.
	and Dixie Farmer,	M.		School Herald,	S. M.
	Southern Farm,	M.		Amer. Farmer, Live	
Augusta,	Chronicle,	D. & W.		Stock and Poultry	
	Evening News,	D.		Raiser,	M.
	Times,	D. & W.		Amer. Housekeeping,	M.
Brunswick,	Times,	D. & W.		American Miller,	M.
Columbus,	Enquirer Sun,	D. & W.		Amer. Storekeeper,	M.
Griffin,	News and Sun,	D. & W.		Brainard's Mus. World,	M.
La Grange,	Reporter,	W.		Chimney Corner,	M.
Macoon,	Evening News,	D.		Dairy World,	M.
	Telegraph,	D. & W.		Ladies' Fashion Jour.	
	Wesleyan Christian			and Shopping Mag.,	M.
	Advocate,	W.		Nat. Live Stock Jour.,	M.
Milledgeville,	Union-Recorder,	W.		Record of Chr. Work,	M.
Newnan,	Herald & Advertiser,	W.		Stationary Engineer,	M.
Rome,	Tribune of Rome,	D. & W.		Western Druggist,	M.
Savannah,	News,	D. & W.		Young Ladies' Bazar,	M.
	Times,	D.	Danville,	Commercial,	D. & W.
Tallapoosa,	Journal,	W.	Decatur,	Herald,	D. & W.
			Dixon,	American Breeder,	D. & W.
				Telegraph,	D. & W.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Elwardsville,	Intelligencer,	W.	Mishawaka,	Power & Transmiss'n,	W.
Elgin,	News,	D. & W.	Mount Vernon,	Democrat,	W.
Freeport,	Bulletin,	D. & W.	Muncie,	News,	D. & W.
Fulton,	Echo,	M.	New Albany,	Evening Tribune,	D.
Gaiens,	Gazette,	D. & W.		Ledger,	D. & W.
Galesburg,	Republican-Register,	D. & W.	New Castle,	Courier,	W.
Jacksonville,	Journal,	D. & W.	Notre Dame,	Ave Maria,	W.
Jerseyville,	Call,	D.	Pera,	Evening Journal,	D.
Joliet,	Press,	D.	Plymouth,	Republican,	W.
	Republic and Sun,	D. & W.	Portland,	Sun,	W.
Kankakee,	Times,	D. & W.	Princeton,	Leader,	D.
La Salle,	Twin City Journal,	D.	Richmond,	Evening Item,	D.
Lincoln,	Monitor,	D.		Palladium,	D. & W.
	Tribune,	S. W.	Rochester,	Republican,	W.
Litchfield,	News,	D.	Rushville,	Democrat,	D. & W.
Macomb,	Journal,	W.	Seymour,	Democrat,	D. & W.
Mattoon,	Journal,	D. & W.	Sheboyville,	Times,	D.
	Gazette,	W.	South Bend,	Tribune,	D. & W.
Moline,	Evening Dispatch,	D. & W.	Terre Haute,	Gazette,	D. & W.
	Western Plowman,	M.		Express,	D.
Monmouth,	Review,	D. & S. W.	Valparaiso,	Star,	D.
Morris,	News,	D. & W.	Vincennes,	Commercial,	D. & W.
Mount Carmel,	Register,	W.		Sun,	D. & W.
Mount Morris,	Gospel Messenger,	W.	Wabash,	Plain Dealer,	W.
Olney,	Times,	D. & S. W.	Warsaw,	Times,	D. & W.
Ottawa,	Journal,	D. & W.	Washington,	Democrat,	D. & W.
Paris,	Beacon,	D. & W.		INDIAN TERRITORY.	
Pekin,	Times,	D. & W.	Guthrie,	Capital,	D. & W.
Peoria,	Journal,	D.	Oklahoma City,	Evening Gazette,	D.
	Transcript,	D. & W.		IOWA.	
Peru,	News-Herald,	D. & W.	Atlantic,	Telegraph,	D. & W.
Princeton,	Republican,	W.	Burlington,	Gazette,	D.
Quincy,	Herald,	D.		Hawk-Eye,	D. & W.
	Whig,	D. & W.		Republican,	D. & W.
	Farmers' Call,	W.	Cedar Rapids,	Citizen,	W.
	West'n Agriculturist	M.	Chariton,	Patriot,	W.
	& Live Stock Jour.,	D.	Charles City,	Advocate,	W.
Rockford,	Gazette,	D. & W.	Clarinda,	Herald,	D. & W.
	Register,	D. & W.	Clinton,	Globe,	D.
Rock Island,	Argus,	D. & W.	Council Bluffs,	Nonpareil,	D. & W.
Sheboyville,	Union,	D. & W.		Gazette,	D. & S. W.
Springfield,	State Journal,	D.	Creston,	Democrat-Gazette,	D. & W.
	State Register,	D. & W.	Davenport,	Times,	D.
Sterling,	Gazette,	D. & W.		Intestate Press,	W.
Streator,	Free Press,	S. W.		Northwestern News,	W.
Sycamore,	True Republican,	W.	Decorah,	Posten,	W.
Taylorville,	Democrat,	W.		Republican,	W.
Waukegan,	Gazette,	W.	Des Moines,	Iowa Capital,	D.
	INDIANA.			Iowa State Register,	D. & W.
Anderson,	Herald,	W.		Leader,	D.
Bedford,	Democrat,	W.		Homestead,	W.
Bloomington,	Telephone,	S. W.		Live Stock & Western	S. M.
Bluffton,	Bugle,	D. & W.	Dubuque,	Farm Journal,	D. & W.
Brazil,	Miner,	W.		Herald,	D.
Columbia City,	Post,	D. & W.	Fairfield,	Telegraph,	D. & W.
Columbus,	Republican,	D.	Fort Dodge,	Journal,	D. & W.
Connersville,	News,	D. & W.	Fort Madison,	Chronicle,	D. & W.
Crawfordsville,	Journal,	W.		Democrat,	W.
Decatur,	Democrat,	W.	Independence,	Plain Dealer,	D. & W.
Delphi,	Review,	D. & W.		Conservative,	W.
Elkhart,	Sentinel,	D.	Iowa City,	Republican,	D. & W.
	Courier,	D.	Keokuk,	Constitution,	D. & W.
Evansville,	Evening Tribune,	D. & W.	Le Mars,	Globe,	S. W.
	Journal,	D.	Lyons,	Advertiser,	T. W.
Fort Wayne,	Gazette,	D. & W.		Mirror,	W.
	Sentinel,	D.	Maquoketa,	Sentinel,	W.
	American Farmer,	D. & W.	Marion,	Sentinel,	W.
Frankfort,	News,	D. & W.	Marshalltown,	Express-Republican,	D. & W.
Franklin,	Star,	D.	Mason City,	Evening News,	D. & W.
Goshen,	Times,	D. & W.	M't Pleasant,	Free Press,	W.
Greencastle,	Star-Press,	W.		Journal,	D. & W.
Greensburg,	Standard,	W.	Muscatine,	Journal,	D. & W.
Hammond,	Echo,	D. & W.	Newton,	Herald,	D. & W.
Huntington,	Herald,	D.	Oskaloosa,	Courier,	D. & W.
Indianapolis,	Journal,	D.	Red Oak,	Sun,	W.
	Sentinel,	D. & W.	Sioux City,	Journal,	D. & W.
	Indiana Baptist,	W.		Tribune,	D.
	Indiana Farmer,	W.		Western Farmer and	M.
	Agricult'ral Epitomisist,	M.		Stockman,	W.
	Wood-Worker,	M.	Washington,	Press,	W.
Jeffersonville,	Evening News,	D. & W.	Waterloo,	Courier,	W.
Kokomo,	Gazette-Tribune,	D. & W.	Webster City,	Tribune,	W.
Lafayette,	Courier,	D.		KANSAS.	
	Journal,	D.	Abilene,	Reflector,	D. & W.
La Grange,	Standard,	W.	Arkansas City,	Traveler,	D. & W.
La Porte,	Argus,	W.	Atchison,	Champion,	D. & W.
Lawrenceburg,	Register,	W.	Clay Center,	Times,	W.
Lebanon,	Patriot,	D. & S. W.	Concordia,	Blade,	W.
Logansport,	Journal,	D. & W.	Council Grove,	Republican,	D. & W.
Madison,	Courier,	D. & W.	El Dorado,	Times,	D. & W.
Marion,	Chronicle,	D. & W.	Emporia,	News Democrat,	D. & W.
Michigan City,	Dispatch,	D. & W.			

Place.	Paper.	Issue.
Eureka,	Dem. Messenger,	W.
Fort Scott,	Monitor,	D. & W.
Garden City,	Sentinel,	W.
Great Bend,	Evening News,	D. & W.
Hutchinson,	News,	D. & W.
Independence,	Morning Reporter,	D.
Junction City,	Tribune,	W.
Kansas City,	Wyandotte Herald,	W.
Kingman,	Leader-Courier,	W.
Lawrence,	Tribune,	D. & W.
Leavenworth,	Sun,	D.
	Times,	D. & W.
Manhattan,	Republic,	D. & W.
Newton,	Republican,	D. & W.
Olathe,	Mirror,	W.
Ottawa,	Republican,	D. & W.
Paola,	Miami Republican,	W.
Parsons,	Sun,	D. & W.
Salina,	Republican,	D. & W.
Topeka,	Capital,	D. & W.
	State Journal,	D. & W.
	Kansas Farmer,	W.
	Western Veteran,	W.
Wellington,	Gazette,	D.
Wichita,	Eagle,	D. & W.
	News Beacon,	D.
Winfield,	Courier,	D. & W.

KENTUCKY.

Bowling Green,	Times,	D. & W.
Callettsburg,	Kentucky Democrat,	W.
Covington,	Commonwealth,	D. & W.
Danville,	Kentucky Adv.,	S. W. & W.
Frankfort,	Evening Journal,	D.
Henderson,	Gleaner,	D. & W.
	Journal,	W.
Hopkinsville,	Kentuckian,	S. W.
Lexington,	Kentucky Leader,	D. & W.
	Transcript,	D. & W.
Louisville,	Anzeiger,	D. & W.
	Commercial,	D.
	Courier-Journal,	D. & W.
	Post,	D.
	Times,	D.
	Apostolic Guide,	W.
	Christian Observer,	W.
	Farmers' Home Jour.,	W.
	Western Recorder,	W.
	Home and Farm,	S. M.
	Southern Manufact-	
	urer and Builder,	M.
Maysville,	Evening Bulletin,	D. & W.
Mount Sterling,	Gazette,	W.
Newport,	State Journal,	T. W. & W.
Owensboro,	Inquirer,	D. & W.
	Messenger,	D. & W.
Paducah,	News,	D. & W.
Paris,	Kentuckian Citizen,	W.
Richmond,	Kentucky Register,	W.
Shelbyville,	Shelby Sentinel,	W.
Somerses,	Republican,	W.
Winchester,	Democrat,	W.

LOUISIANA.

Baton Rouge,	Advocate,	D. & W.
Lake Charles,	Echo,	W.
New Orleans,	City Item,	D.
	Picayune,	D. & W.
	States,	D.
	Times Democrat,	D. & W.
	Holy Family,	S.
	Christian Advocate,	W.
	S. W. Chr. Advocate,	W.
Shreveport,	Times,	D. & W.

MAINE.

Auburn,	Gazette,	D. & W.
Augusta,	Kennebec Journal,	D. & W.
	Gospel Banner,	W.
	Maine Farmer,	W.
	Happy Hours Mag.,	S. M.
	Vickery's Fireside	
	Visitor,	S. M.
	Daughters of America,	M.
	Golden Moments,	M.
	Hearth and Home,	M.
	Illus. Family Herald,	M.
	Sunshine,	M.
Bangor,	Commercial,	D. & W.
Bath,	Times,	D. & W.
Belfast,	Republican Journal,	W.
Biddeford,	Journal,	D. & W.
Calais,	Times,	W.
Ellsworth,	American,	W.
Farmington,	Chronicle,	W.
Houlton,	Pioneer,	W.

Place.	Paper.	Issue.
Lewiston,	Journal,	D. & W.
Portland,	Eastern Argus,	D.
	Evening Express,	D.
	Transcript,	W.
	Our Home and Fire-	
	side Magazine,	M.
	People's Illus. Jour.,	M.
	Prac. Housekeeper	
	and Ladies' Fire-	
	side Companion,	M.
Rockland,	Courier Gazette,	W.
Skowhegan,	Reporter,	W.
Waterville,	Democrat,	W.

MARYLAND.

Annapolis,	Evening Capital,	D.
Baltimore,	American,	D. & W.
	Deutsche Correspon-	
	dent,	D.
	Morning Herald,	D.
	News,	D.
	Sun,	D.
	Catholic Mirror,	W.
	Katholische Volks-	
	Zeitung,	W.
	Manufacturers' Rec.,	W.
Cambridge,	Democrat and News,	W.
Cumberland,	Times,	D. & W.
Easton,	Ledger,	W.
	Star,	W.
Frederick,	Times,	D. & W.
Hagerstown,	Globe,	D. & W.
Lonaconing,	Review,	W.
Salisbury,	Advertiser,	W.
Westminster,	Democrat Advocate,	W.

MASSACHUSETTS.

Adams,	Freeman,	W.
Amesbury,	Daily,	D. & W.
Attleborough,	Sun,	D. & W.
Barnstable,	Patriot,	W.
Beverly,	Citizen,	W.
Boston,	Evening Record,	D.
	Globe,	D., S. & W.
	Herald,	D. & S.
	Journal,	D. & W.
	Post,	D.
	Traveller,	D.
	American Architect	
	and Building News,	W.
	American Cultivator,	W.
	Banner of Light,	W.
	Bicycling World and	
	L. A. W. Bulletin,	W.
	Christian Leader,	W.
	Christian Register,	W.
	Chr. Witness & Adv.	
	of Bible Holiness,	W.
	Commercial Bulletin,	W.
	Commercial Reporter,	W.
	Congregationalist,	W.
	Golden Rule,	W.
	Illus. Police News,	W.
	Journal of Education,	W.
	Manufacturers' Gazette,	W.
	Mass. Ploughman,	W.
	Med. & Surg. Journal,	W.
	Morning Star,	W.
	New England Farmer,	W.
	New England Grocer,	W.
	Pilot,	W.
	Republic,	W.
	Watchman,	W.
	World's Crisis & Sec-	
	ond Adv't Messen'r,	W.
	Yankee Blade,	W.
	Youth's Companion,	W.
	Zion's Herald,	W.
	American Teacher,	M.
	Babyland,	M.
	Contributor,	M.
	Cottage Hearth,	M.
	Home,	M.
	Household Compan'n,	M.
	Household Monthly,	M.
	Kts. of Honor Report,	M.
	Leader,	M.
	Missionary Herald,	M.
	New England Fireside,	M.
	Our Little Ones and	
	the Nursery,	M.
	Pansy,	M.
	Popular Educator,	M.
	Textile Man. World,	M.
	Wide Awake,	M.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Brookton,	Enterprise,	D. & W.	Grand Haven,	Evening Tribune,	D.
Cambridge,	Evening Gazette,	D.	Grand Rapids,	Democrat,	D. & W.
Chelsea,	Press,	W.		Eagle,	D.
Clinton,	Tribune,	W.		Telegram-Herald,	D.
Danvers,	Telegraph & Pioneer,	W.		Michigan Tradesman,	W.
Dedham,	Courant,	W.	Hillsdale,	Leader,	W.
Fall River,	Mirror,	W.	Howell,	Republican,	W.
	Standard,	W.	Ionia,	Sentinel,	D. & W.
	Transcript,	W.	Ishpeming,	Iron Ore,	W.
	News,	D. & W.	Jackson,	Citizen,	D.
	Globe,	D.		Patriot,	D. & W.
Fitchburg,	Herald,	D.	Kalamazoo,	Telegraph,	D. & W.
Franklin,	Sentinel,	D. & W.	Lansing,	State Republican,	D. & W.
Gardner,	Sentinel,	W.		Center,	W.
Gloucester,	Cape Ann Breeze,	D.	Marquette,	Mining Journal,	D. & W.
Greenfield,	Gazette and Courier,	W.	Marshall,	Chronicle,	D. & W.
Haverhill,	Bulletin,	D. & W.	Menominee,	Democrat,	W.
	Evening Gazette,	D.	Monroe,	Commercial,	W.
Holyoke,	Democrat,	D.	Muskegon,	Chronicle,	D. & W.
Lawrence,	Transcript,	D. & W.		Morning News,	D.
	American,	D. & W.		Star,	D.
Lowell,	Eagle,	D.	Niles,	Reporter,	W.
	Citizen,	D. & W.	Owosso,	Times,	W.
	Courier,	D.		Gazette,	W.
	Morning Times,	D.	Pontiac,	Times,	D. & W.
Lynn,	News,	D.	Port Huron,	Patron's Guide,	M.
	Bee,	D.		Journal,	D. & W.
Malden,	Evening Item,	D.	Saginaw,	Sault Ste Marie News,	W.
Marblehead,	Evening Mail,	D.	Traverse City,	Eagle,	W.
Marlboro',	Messenger,	W.	Ypsilanti,	Commercial,	W.
Melrose,	Star,	W.		MINNESOTA.	
Middleboro',	Journal,	W.	Albert Lea,	Standard,	W.
Milford,	News,	S. W.	Anoka,	Union,	W.
Nantucket,	Journal,	D. & W.		Herald,	W.
Natick,	Inquirer and Mirror,	W.	Austin,	Transcript,	W.
New Bedford,	Bulletin,	W.	Brainerd,	Tribune,	W.
	Standard,	D. & W.	Crookston,	Chronicle,	D. & W.
Newburyport,	Mercury,	D.	Duluth,	News,	D.
Newton,	News,	D.		Tribune,	D. & W.
North Adams,	Journal,	D.	Faribault,	Republican,	W.
Northampton,	Transcript,	W.	Fergus Falls,	Journal,	D. & W.
	Herald,	D. & W.	Hastings,	Democrat,	D. & W.
Palmer,	Journal,	W.	Mankato,	Free Press,	D. & W.
Peabody,	Press,	S. W.	Minneapolis,	Journal,	D.
Pittsfield,	Journal,	D. & W.		Tribune,	D.
	Eagle,	W.	N. W. Miller,	N. W. Presbyterian,	W.
Plymouth,	Memorial,	W.		Farm, Stock & Home,	S. M.
Quincy,	Patriot,	W.		Housekeeper,	S. M.
Salem,	Evening News,	D.		N. W. Mechanic,	M.
Somerville,	Journal,	D.	New Ulm,	Post,	W.
Southbridge,	Journal,	W.	Red Wing,	Republican,	D. & W.
S. Framingham,	Tribune,	W.	Rochester,	Post,	W.
Spencer,	Sun,	W.	St. Cloud,	Times,	D. & W.
Springfield,	Republican,	D. & W.	St. Paul,	Die Volkszeitung,	D. & W.
	Union,	D.		Dispatch,	D.
	N. E. Homestead,	W.		Globe,	D. & S.
	Good Housekeeping,	B. W.		News,	D.
	Farm and Home,	S. M.		Pioneer Press,	D. & W.
Taunton,	Gazette,	D. & W.		Nat. Reporter System,	W.
Wakefield,	Citizen and Banner,	W.	St. Peter,	Herald,	W.
Waltham,	Tribune,	D.		Tribune,	W.
Webster,	Times,	W.	Stillwater,	Gazette,	D. & W.
Westfield,	Times & Newsletter,	W.	Winona,	Republican,	D. & W.
Weymouth,	Gazette,	W.		MISSISSIPPI.	
Woburn,	Journal,	W.	Columbus,	Dispatch,	T. W. & W.
Worcester,	Evening Gazette,	D.	Greenville,	Democrat,	W.
	Spy,	D. & W.	Holly Springs,	South,	W.
	Telegram,	D.	Jackson,	Clarion-Ledger,	W.
	MICHIGAN,		Meridian,	News,	D. & W.
Adrian,	Times and Expositor,	D. & W.	Natchez,	Democrat,	D. & W.
Alpena,	Argus,	W.	Vicksburg,	Commercial Herald,	D. & W.
Ann Arbor,	Register,	W.		MISSOURI.	
Battle Creek,	Journal,	D. & W.	Boonville,	Star,	S. W.
Bay City,	Evening Press,	D.		Democrat,	W.
	Times,	D. & S.	Butler,	Times,	W.
	Tribune,	D. & S.	Carrollton,	Democrat,	D. & W.
Big Rapids,	Pioneer,	D. & W.	Carthage,	Banner,	D. & W.
Charlotte,	Republican,	W.	Chillicothe,	Tribune,	D. & W.
Coldwater,	Republican,	S. W. & W.	Clinton,	Democrat,	D. & W.
Detroit,	News,	D. & S. W.	Fulton,	Callaway Gazette,	W.
	Free Press,	D. & S. W.	Hannibal,	Morning Journal,	D. & W.
	Journal,	D.	Independence,	Sentinel,	D. & W.
	Tribune,	D. & S. W.	Jefferson City,	Tribune,	D. & W.
	Angelus,	S.	Joplin,	Herald,	D. & S.
	Lamp of Life,	W.	Kansas City,	Evening News,	D. & S.
Detroit,	Mich. Chr. Advocate,	W.		Journal,	D.
	Druggists' Bulletin,	W.		Star,	D.
	Pharmaceutical Era,	M.		Times,	D. & W.
	Therapeutic Gazette,	M.		Jour. & Agriculturist,	W.
East Saginaw,	Courier-Herald,	D. & W.		Live Stock Indicator,	W.
	Saginaw Eve's News,	D.		Record and Farmer,	W.
Flint,	Journal,	D. & S. W.			

(Continued on page 50.)

COMPLIMENTARY TICKETS. MISLEADING ADVERTISEMENTS.

The newspapers are getting tired of printing notices of fairs for complimentary tickets. Not one out of fifty is ever used, or is of any benefit whatever to an editor. If these organized societies want the newspapers to gather a crowd for their benefit let them pay for it the same as the merchants and other business men do. In speaking of the matter, the *Three Rivers Tribune* says: "We are receiving many, very many, 'complimentaries' to State, county, and municipal fairs, to art and industrial expositions in all parts of the country. Some of them say, bluntly, 'Pass the editor,' or 'Pass the editor and his wife,' and add, 'Not transferable.' Some, more generously, leave off the conditions. Occasionally, but exceptionally, we receive one which says, 'This ticket will be honored, no matter who presents it.' This is the sort of ticket that breaks the editor all up, and inspires his pen to good words. Most of these complimentaries are accompanied by advertising matter which, if charged at regular rates, would amount to from \$1 to \$25, and, if inserted, would kill the paper at the rate of about 100 subscribers per month.—*Newspaper Union*.

HENCOOPS AND LOAFERS.

It is undoubtedly true, as President Lee of the National Editorial Association says, that the country editor has power in his own field commensurate with that of his metropolitan brother, and that the chronicling of the painting of a hencoop is more creditable than to deify brutes or bar-room loafers. It is to be hoped, however, that President Lee didn't mean to cast any reflections on metropolitan newspapers by this illustration. Deifying brutes and loafers is not the occupation of the metropolitan newspaper any more than deifying hencoops is the business of the rural newspaper. The deifying business isn't in their line. They tell the news and make such comments as the facts seem to warrant. That's all.—*Boston (Mass.) Herald*.

THE merchant may crowd his store by the use of bright and attractive posters; but if his store is filled with trash, the more people he draws to the exhibition of that trash, the worse for him.—*Prof. Amos. R. Wells*.

Much has been said in reference to the advertiser who endeavors to impress the ever gullible public with virtues which his wares do not possess; and of that other advertiser who words his announcements in a such a manner that a questionable or perhaps even an unlawful article may be thought by the majority of readers to be nothing out of the way, while understood perfectly by those who might prove customers.

But of the advertiser who makes known to the readers of the "sporting" papers that he has for sale a very superior article of "C. money," we have not heard as much. Occasionally, however, some genius of the rural districts, lost in admiration at his own astuteness sends a "one" or a "V" in exchange for some scores of dollars of the "C." goods, and discovers, greatly to his chagrin and wrath, that "C." stands for Confederate (and very poor confederate too) much oftener than for the "counterfeit" with which he proposed to swamp his country storekeeper. Then comes the gentleman who advertises "Photos from Life" in such discreetly veiled terms, that one is forced to wonder whether Mr. Comstock is taking a much needed vacation.

It is needless to say, that in nearly all such cases, the applicant who is credulous or curious enough to send money to the unknown advertiser, does not receive at all the sort of article he had been led to expect, but owing to the equivocal language of the advertisement he has no grounds for complaint.

As numerous other advertisers are coming into the same field, and are advertising their wares quite extensively, it is to be inferred that they find a measure of truth in Barnum's famous old saying that the public likes to be humbugged.

INSTANCES have been cited where large advertisers have gone under. This was not the fault of the advertising, but of the advertiser. A man can lose money speculating in advertising the same as in wheat. It is in dealing with the article as a staple that results in sure returns.—*Ansonia (Conn.) Sentinel*.

"THE coming newspaper," says a well known journalist, "will not print any advertisements." If this is so, the coming woman will not read it.—*Es.*

COMMENDATIONS.

THE GEORGETOWN HERALD, }
 GEORGETOWN, Ont., June 21, 1890. }

Editor of PRINTERS' INK:

* * * PRINTERS' INK is invaluable.
 R. D. WARREN, Publisher.

THE BANKER AND TRADESMAN AND
 MASSACHUSETTS LAW REPORTER,
 220 Devonshire St., }
 BOSTON, June 20, 1890. }

Editor of PRINTERS' INK,

* * * We are greatly pleased with your
 little paper, and have received some valuable
 ideas from reading it. FRED A. GAY.

JAPANESE PERFUME COMPANY, }
 BROOKLYN, June 20, 1890. }

Editor of PRINTERS' INK:

* * * We have been receiving PRINTERS'
 Ink through the kindness of Mr. E. C. Allen,
 and think it is one of the brightest little
 sheets we have seen—in fact, think it has had
 a great influence in inducing us to try a little
 advertising. JOS. A. BROHEL.

THE EVENING STAR, }
 CLEVELAND, Ohio, June 9, 1890. }

Editor of PRINTERS' INK:

* * * We read PRINTERS' INK with no
 little interest; it is so bright, energetic and
 wide-awake, that it is instructive and entertain-
 ing. Several of our advertisers are readers of
 PRINTERS' INK, and we know that they
 profit by the points derived from it.
 E. W. DOTY, President.

SPECIAL NOTICES.

Advertisements under this head, two lines or
 more, without display, 25c. a line.

YOUTHS' LEADER.

TROY—Look further.

DETROIT JOURNAL.

N. Y. Argosy, 114,000 w.

FARMERS' CALL, Quincy, Ill.

THE CHICAGO EVENING POST.

**THE WEATHERFORD (Texas) CONSTI-
 TUTION.**

THE BOERNE POST.—Best advertising
 medium in Southwest Texas.

THE ARGONAUT goes into all the well-to-
 do families of the Pacific Coast.

THE MORNING NEWS, New Haven.—The
 largest morning circ'n in Connecticut.

EVERYBODY in KINGSTON, Ont., reads
 THE NEWS. April average, 2,083 daily.

BLOCK your own paper with GOLDING &
 CO'S TABLET PRESSER and CEMENT.

**DAILY & WEEKLY EVANSVILLE DEMO-
 KRAT**, largest circ'n in Southern Indiana.

THE HOME CIRCLE, St. Louis, Mo. Month-
 ly; 75,000 circ'n. Rate, 50 cents per line.

THE ARGONAUT is the only High-Class
 Political and Literary Weekly published on
 the Pacific Coast.

THE ARGONAUT has a larger circulation
 than any paper on the Pacific Coast ex-
 cept three San Francisco dailies.

THE PITTSBURGH DISPATCH, vide Geo. P.
 Rowell & Co., circulates between 50,000
 and 75,000 copies each Sunday issue.

SAN FRANCISCO CALL, the best morning
 newspaper in California. Unequalled in
 circulation, character and influence.

SALT LAKE TRIBUNE, according to the
 American Newspaper Directory for 1890,
 has the largest circulation of any Daily paper
 in Utah.

THOUSANDS of single-stamped copies of
 THE ARGONAUT pass through the San
 Francisco post-office every week, remailed
 by subscribers.

SAN FRANCISCO BULLETIN—estab. 1855—
 is the leading evening newspaper of Cali-
 fornia in circulation and influence. Try it.

TORONTO GLOBE, according to the Ameri-
 can Newspaper Directory for 1890, has the
 largest circulation of any Daily in the Prov-
 ince of Ontario.

PAPER DEALERS—M. Plummer & Co.,
 of 161 William St., New York, will fill
 any order for paper—from half a quire to
 thousand-ton lots.

THE DENVER REPUBLICAN, according to
 the American Newspaper Directory for 1890,
 has the largest circulation of any newspaper in Colorado.

SCIENCE, published at New York, N. Y., is
 one of a select list of journals recom-
 mended to advertisers by Geo. P. Rowell &
 Co., as a desirable medium.

TIMES, Hartford, according to the Ameri-
 can Newspaper Directory for 1890, and by
 general consent, has the largest circulation
 of any daily in Connecticut.

INTERIOR, Chicago, according to the
 American Newspaper Directory for 1890,
 has a larger circulation than any other Pres-
 byterian weekly in all America.

DALLAS NEWS and **GALVESTON NEWS**,
 according to the American Newspaper
 Directory for 1890, have the largest circula-
 tion of any daily papers in Texas.

ATLANTA JOURNAL, according to the
 American Newspaper Directory for 1890,
 has the largest circulation of any daily news-
 paper issued in the State of Georgia.

9.999 BANKERS, Merchants and Cap-
 italists of N. E. reached each
 week by an advt. in THE BANKER AND
 TRADESMAN, Boston. Send for rates.

THE LORD & THOMAS Religious News-
 paper Combination is the medium for ad-
 vertisers to reach the best buyers of the West.
 Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the Ameri-
 can Newspaper Directory for 1890, has
 the largest circulation of any daily paper
 in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading
 American newspapers—Files kept three
 months for examination by advertisers. Ad-
 dress GEO. P. ROWELL & CO., New York.

MUSCATINE, IOWA.—15,000 wide-awake
 people building new \$150,000 high bridge.
 Rowell & Co. recommend THE JOURNAL,
 50 years old, as best Daily and best Weekly.

ELECTROTYPES.—A large stock of elec-
 trotypes of engravings—etc. kept at all
 subjects—at nominal prices. THE PRESS
 ENGRAVING CO., 88 and 90 Centre St., N. Y.

SEND 2c. stamp for a copy of THE DAILY
 UNION. Only evening paper of New Jer-
 sey's largest and most popular health and
 pleasure resort, Atlantic City. Circulation,
 1,000 daily.

BUFFALO TIMES, according to the Ameri-
 can Newspaper Directory for 1890, has a
 circulation which is exceeded by but one
 other paper in the State, outside the City of
 New York.

THE SPORTING NEWS, St. Louis, Mo., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 56,000 copies each issue.

THE MORNING TELEGRAPH, New London, guarantees advertisers largest circulation of any daily in Eastern Connecticut or money refunded. Eight bright, handsomely printed pages.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE LEDGER, of Chicago, Ill., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

OMAHA BEE, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE SOUTHERN MERCURY, Dallas, Tex., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

MORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

WEST SHORE, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1890 has more than double the circulation of any other Oregon newspaper.

THE AMERICAN ANALYST, of New York, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

THE AVE MARIA, published at Notre Dame, Ind., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

JACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

MEDICAL BRIEF, a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

THE NEW YORK LEDGER is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE POULTRY MONTHLY, published at Albany, N. Y., is one of a select list of poultry journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE FARMERS' REVIEW, published at Chicago, Ill., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

BUFFALO EVENING NEWS, according to the American Newspaper Directory for 1890, has a greater circulation than any other daily in the State outside of the City of New York, not excepting Brooklyn.

INDIANA FARMER, published at Indianapolis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

THE CHRISTIAN ADVOCATE, published at Buffalo, N. Y., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE EVENING NEWS, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THE AMERICAN SWINEHERD, published at Chicago, Ill., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

LIPPINCOTT'S MAGAZINE, Philadelphia, Pa., is one of the 55 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

ACCORDING to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

THE MESSENGER AND VISITOR, published at St. John, N. B., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE NEW YORK SUNDAY MERCURY is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE CENTURY MAGAZINE, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

THE TEXAS BAPTIST AND HERALD, published at Dallas, Tex., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

CHARLESTON, S. C.—THE NEWS AND COURIER has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

AGRICULTURAL—THE SOUTHERN CULTIVATOR, of Atlanta, Ga., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

GROCERIES.—Of all the publications devoted to the grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

THE SUNDAY EDITION OF THE BALTIMORE AMERICAN, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

THE NEW YORK MORNING JOURNAL is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE AMERICAN RURAL HOME, published at Rochester, N. Y., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

MORNING JOURNAL, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

POSTEN, a Norwegian Weekly, published at Decora, is credited by the American Newspaper Directory for 1890 with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over \$5,000.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

LONDON DAILY FREE PRESS, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. GEO. P. ROWELL & CO.

THE Weekly Edition of THE TORONTO MAIL, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. The Mail, Toronto, Can.

THE WEEKLY EDITION OF THE MEMPHIS (Tenn.) AVALANCHE is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

FARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

HOMER AND FARM, a semi-monthly, issued at Louisville, Kentucky, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

LUMBER: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

THE SATURDAY GLOBE, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

CIRCULATION 1,500,000. There were printed and circulated for 1890 the above number of **GRIER'S ALMANAC**. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages sold. J. W. BURKE & CO., Macon, Ga.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

THE KANSAS FARMER, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

ADVERTISERS wishing to reach the field of South Dakota with the least expense, would do well to use the **Sioux Falls Daily PRESS**. It has the undisputed advantage of being the leading State paper, and is, in fact, the only daily in the State which pretends to give the full Associated Press news.

SOUTHERN CHRISTIAN ADVOCATE, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address **CHARLES A. CALVO, Jr.**, Columbia, S. C.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$25, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

SCRANTON TRUTH.—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

ORANGE, N. J.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EVENING MAIL**, Daily, is named for Orange.

RACINE, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Racine.

PEKIN, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER is one of the papers specially recommended in Geo. P. Rowell & Co.'s list of representative newspapers. The Daily and Sunday PRESS are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsy and reliable.

OAKLAND, California.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ENQUIRER**, Daily and Weekly, is named for Oakland.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

DUBUQUE, IOWA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country.—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TELEGRAPH**, Daily and Weekly, is named for Dubuque.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 35,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

GLOBE, St. John, N. B.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE GLOBE**, of St. John, is included in this list.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada, carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE PICAYUNE**, of New Orleans, La., is included in this list.

GAZETTE AND BULLETIN, Williamsport, Pa.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE GAZETTE**, Williamsport, is included in this list.

LEWISTON JOURNAL: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL**.

AGE-HERALD, Birmingham, Ala.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE AGE-HERALD**, of Birmingham, Ala., is included in this list.

HARTFORD TIMES: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE INDIANAPOLIS NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is **THE INDIANAPOLIS NEWS**.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. **THE ITEM** is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue is the second largest in the United States.

ALLEN'S LISTS.—Of the 27 periodicals to which the American Newspaper Directory for 1890 accords a regular issue of over 150,000 copies, four emanate from the State of Maine and are a part of the combination of low priced family magazines which are known to advertisers as "ALLEN'S LISTS." They are named as follows: **DAUGHTERS OF AMERICA**, **GOLDEN MOMENTS**, **SUNSHINE**, **PRACTICAL HOUSEKEEPING** and **LADIES' TRIP**. **THE TRIP** is the only daily south of New York with the exception of New York and Pennsylvania, issues as many publications having such exceptionally large issues.

TROY, N. Y.—Population, 75,000; West Troy, 15,000; Cohoes, 25,000; Lansingburgh, 12,000; Waterford, 5,000; Green Island, 3,000. Total, 135,000, within a radius of two miles from Troy. Four daily papers, three afternoon, one morning. **THE TROY PRESS**, the leading family newspaper. Circulation the largest within the district named and the northern country to Canada line, 8 pages, \$7.00 per year, 15 cents per week, 3 cents single copy. The popular paper of Troy. Advertising rates the cheapest, considering circulation. The American Newspaper Directory rates **THE PRESS** F 1 (exceeding 10,000).

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

TO PUBLISHERS—Wanted to purchase, a weekly or monthly publication, with or without plant, not local or trade; circulation must be general and property must be paying all expenses; state full particulars. Address **PURCHASER**, P. O. box 672, New York.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousands newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

MARYLAND FARMER, Baltimore, Md. Easy terms. Rare opportunity.

NEWSPAPER ADVERTISING AGENCY.—Big opportunity for practical firm with \$2,000.00. Address Box 3, **PRINTERS' INK**.

WILL SELL, or trade in part, best Democratic daily and weekly job office, large plant, good business. Lock Box 136, Oklahoma, Oklahoma Territory.

FOR SALE—Established Daily and Weekly Newspaper in an enterprising, go-ahead Southern city of 12,000 inhabitants. Price, \$5,500. For full particulars, address "F," Box 701, Brockton, Mass.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JULY 9, 1890.

A GREAT deal of space in this issue of PRINTERS' INK is devoted to "The Preferred List," the last in the series of lists which have been appearing for some weeks past. It is believed that these lists, while of no general interest, are of peculiar value to advertisers, and have been fully appreciated by this class, in whose interest PRINTERS' INK is published.

FROM all accounts, the members of the National Editorial Association appear to have had a most enjoyable time at their late convention at Boston, although there was less "resolving" done than is usual on such occasions. The subject of advertising was discussed by Mr. E. W. Stephens, of Missouri, in the course of a paper on "Newspaper Making for Profit." Referring to the present lack of uniformity in rates, he made the very true remark: "There is no general standard and every publisher is a law unto himself." As to the question of advertising agencies, Mr. Stephens said that while he was not an enemy of this class, he was, nevertheless, of the opinion that the weekly papers of the country would be better off without the middleman. Against this assertion may be placed the sound common sense embodied in the address of that thorough newspaper man, Charles A. Dana, of the New York Sun, to the American Newspaper Publishers' Association. In debating this subject of the agency, Mr. Dana said: "The complicated machinery of our modern life cannot be carried on without middlemen. You must have them. They constitute a great wheel in the economy of modern

life, and without that wheel the machinery will not work;" an observation which very properly met with the applause of the association.

THERE are many and most important features concerning advertising that should be carefully considered before a prospective advertiser is justified in "casting his bread upon the waters." "Look before you leap" and "Think before you speak" are very old yet true sayings.

No man who has tried will deny that it is an extremely difficult thing to get an advertiser of long experience to express a definite opinion on any point relating to his business. For this reason the letters from six prominent advertisers, printed on another page, are all the more valuable. While all recognize that advertising rates are governed by special circumstances and considerations, they will be found to have made specific statements of considerable general interest. The prevailing sentiment in reply to the second question seems to be that advertising by circulars, almanacs, etc., is merely auxiliary to newspaper advertising, although Mr. Curtis, of the *Ladies' Home Journal*, goes so far as to state that his experience has been that advertising in the regular periodicals is the only kind that does pay. The replies to the third question bring to light a variety of points to be observed by the writer of advertisements, and Dr. Pierce undoubtedly hits the nail on the head when he says that people appreciate genius when displayed in writing about one's business as much as in any other branch of literary work.

"OVERDOING IT."

D. M. CLEWELL, DRY GOODS,
RAVENNA, Ohio, April 26, 1890. }

Editor of PRINTERS' INK:

Through the courtesy of Mr. Meharg, publisher of one of our local papers, I regularly receive your little gem, PRINTERS' INK. I always read it with interest and always find something new, and get pointers from it. I am not what you could call a heavy-weight advertiser, but still am fully alive to the fact that in this day and generation it is an important factor—in fact, indispensable adjunct—to any business establishment if it expects to keep near the "head of the procession."

That a vast amount of money is squandered every year by indifferent and irregular advertisers is an admitted fact, and the question that interests all live men is to know how to procure the best results for the money expended. I advertise regularly in four papers

—two in our own town and one each in adjoining counties—and find that by pounding away, changing every week or two (as all the papers are weekly), giving items of interest in describing the various kinds of goods, the quantities necessary for any given style, etc., that naturally interest lady buyers of dry goods, and then supplementing my regular advertisement with a local, as I said, I find that this method has and does increase my sales, and brings me trade that I otherwise would not get. Now, what I want to ask you is—does it, in your opinion, as an expert in advertising matters, add or detract from the general merits of my weekly proclamations to go into so much detail? Do I incur the risk of saying too much? Are they too lengthy, etc., to be intelligently read by the people whom I want to reach? Some of my competitors criticise my advertisements as “long winded.”

Am I fooling money away, in your opinion, and would you advise less space, and do you think my style would be improved by not writing in so personal a manner? I would be glad to have other of your readers (who are retail country merchants, who advertise in county weekly papers) expatiate on this subject, and if you can give this matter room in your little paper, so that it will call out the opinions of others, it would add very much in interest to country dealers and advertisers, and help all to make their advertisements what they should be to get best results.

D. M. CLEWELL.

The error of saying too much in an advertisement, or, in other words, “overdoing it,” is a danger against which all users of printers’ ink, whether retailers or not, need to guard. It is even better to say too little than too much, for in the former case the advertiser at least stands a chance of arousing the curiosity of his readers. On the other hand, if his announcements are verbose and crowded in appearance, they fall flat and are simply ignored. Mr. Clewell, of Ravenna, is evidently an intelligent advertiser who realizes this difficulty in the abstract, but is in doubt as to the practice of the principle. The advertisements which he has submitted show pains and care in their construction, but are certainly open to the criticism of being “too lengthy.” One of them, for instance, coming within the space of ten and a half inches, double column, contains something like 1,200 words, or nearly a page and a half of PRINTERS’ INK. It is set solid, with no display except at top and bottom, in a type about the same size as the body type of this paper. The consequence is, that it presents a heavy and unattractive appearance, the newspaper reader concluding at sight that he hasn’t time to read it. Yet when one comes to examine the advertisement closely, he finds it is well written and the goods are described in a bright and interesting way. The matter, however, is handicapped

by the setting; or, in other words, the advertiser in his anxiety to produce the best results has overreached himself. Of how many other readers of PRINTERS’ INK who regularly use the local papers is this also true? And now for the remedy: Our correspondent should seek to reduce the quantity of his advertisements. Let him in the first place dispense with his introduction. An advertisement is not a college essay, nor a magazine article. Its climax—to use a hibernicism—should come in the first line. Remember that the first few lines are the bait; you must induce the reader to nibble at this before you can hope to get him to swallow what comes further on. Another suggestion for condensation: Cut out all extraneous matter possible. If you want to call attention to bargains in Spring Newmarkets, it will not be necessary to start out with a disquisition on the return of Spring, or refer to “Nature putting on her new clothes.” In a dry-goods store there are a very great many articles which might properly be brought to the public notice. Yet it is better not to get too many of these in one advertisement. If you write up everything in to-day’s advertisement, you will be at a loss to find something to describe to-morrow. It is the custom among some metropolitan dry-goods houses to insert several comparatively small advertisements in different parts of the paper, instead of including everything under one head. This system permits various classes of goods being separately displayed, with the result that they are more conspicuous to the particular persons interested. As regards typographical setting, our correspondent will be able to add much to the attractiveness of his announcements by discarding the small type and ordering the body of his advertisement set in Roman, lower-case letters of pica, or other type large enough to be more easily read than the regular reading matter. The double column might also well give way to single column. Wide measure is more difficult to read, has a heavy appearance, and is not desirable for an advertisement set without display. In conclusion, PRINTERS’ INK would advise Mr. Clewell to procure copies of metropolitan papers and study the announcements put out by firms acknowledged to be leaders at this sort of thing. It is good to go into details, but the practice should not be carried so far as to make the advertisements unwieldy.—[Ed. PRINTERS’ INK.]

THE PREFERRED LIST.

(Continued from page 42.)

MISSOURI.			NEW HAMPSHIRE.		
Place.	Paper.	Issue.	Place.	Paper.	Issue.
Kirkville,	Graphic,	W.	Concord,	Evening Monitor,	D. & W.
Lamar,	Journal,	W.	Dover,	Foster's Democrat,	D. & W.
Lexington,	Democrat,	W.	Exeter,	Gazette,	W.
Louisiana,	Intelligencer,	W.	Great Falls,	News-Letter,	W.
Macon City,	Press,	S. W.	Keene,	Free Press,	W.
Maryville,	Macon Times,	W.	Laconia,	Sentinel,	W.
Mexico,	Democrat News,	D. & W.	Manchester,	Mirror and American,	D. & W.
Morely,	Nodaway Democrat,	W.	Union,	Telegraph,	D. & W.
Nevada,	Evening Ledger,	D. & W.	Nashua,	Chronicle,	D. & W.
Rich Hill,	Monitor,	D. & W.	Portsmouth,	Evening Times,	D. & W.
St. Charles,	Review,	D. & W.	Rochester,	Courier,	W.
St. Joseph,	News,	D. & W.	NEW JERSEY.		
	Gazette,	D. & W.	Atlantic City,	Union,	D. & W.
	Herald,	D. & W.		Atlantic Review,	W.
St. Louis,	Amerika,	D. & W.	Bordentown,	Register,	W.
	Die Westliche Post,	D. & W.	Bridgeton,	Evening News,	D. & W.
	Evening Chronicle,	D.	Burlington,	Enterprise,	D. & W.
	Star-Sayings,	D.	Camden,	Courier,	D.
	Globe-Democrat,	D. S. & W.		Fish,	D.
	Post Dispatch,	D. S. & W.	Elizabeth,	Telegram,	D.
	Republic,	D. S. & W.	Hackensack,	Journal,	D. & W.
	American Baptist,	W.	Harrison,	Democrat,	W.
	Bulletin of Commerce,	W.	Hoboken,	Kearney Record,	W.
	Central Baptist,	W.	Jersey City,	Evening News,	D.
	Central Christ'n Adv.,	W.		Argus,	D.
	Christian Advocate,	W.		Evening Journal,	D.
	Christian-Evangelist,	W.	Lambertville,	Beacon,	W.
	Church Progress and	W.	Little Silver,	Orchard and Garden,	M.
	Catholic World,	W.	Long Branch,	News,	W.
	Colman's Rural World,	W.	Millville,	Republican,	W.
	Humorist,	W.	Montclair,	Times,	W.
	Jewish Voice,	W.	Morristown,	Jerseyman,	W.
	Jour. of Agriculture,	W.	Mount Holly,	Herald,	W.
	Mid Continent,	W.	Newark,	Advertiser,	D.
	Presbyterian,	W.		Evening News,	D.
	Sporting News,	W.		Journal,	D.
	Trade Review,	W.		Press-Register,	D.
	National Druggist,	S. M.	New Brunswick	Fredonian,	D. & W.
	American Journal of	W.		Home News,	D. & W.
	Education,	M.	Orange,	Evening Mail,	D.
	Farm Machinery,	M.	Passaic,	News,	D.
	Fashion and Faucy,	M.	Paterson,	Item,	D.
	Home, Farm & Fact'y	M.		Guardian,	D.
	& Live Stock Jour.,	M.		Morning Call,	D.
	Kunkel's Mus. Rev'w.,	M.		Press,	D.
	Lumberman,	M.	Perth Amboy,	Democrat,	W.
	Medical Brief,	M.		Warren Democrat,	W.
Sedalla,	Bazoo,	D. & W.	Plainfield,	Evening News,	D.
Springfield,	Herald,	D. & W.		Central N. J. Times,	W.
	Leader,	D. & W.	Rahway,	National Democrat,	W.
Trenton,	Republican,	D. & W.	Red Bank,	Register,	W.
Warrensburg,	Journal Democrat,	W.	Salem,	South Jerseyman,	W.
	MONTANA.		Somerville,	Unionist Gazette,	W.
Butte City,	Inter-Mountain,	D. & S. W.	Trenton,	State Gazette,	D. & W.
	Miner,	D.		Times,	D.
Fort Benton,	River Press,	D. & W.		True American,	D.
Helena,	Herald,	D. & W.	Vineland,	Evening Journal,	D.
	Montana Farming &	W.	Woodbury,	Democrat,	W.
	Stock Journal,	W.	NEW MEXICO.		
Miles City,	Yellowstone Journal,	D. & W.	Albuquerque,	Citizen,	D.
	NEBRASKA.		East Las Vegas,	Optic,	D. & W.
Beatrice,	Express,	D. & W.	Santa Fe,	New Mexican,	D. & W.
Columbus,	Telegram,	D. & W.	NEW YORK.		
Fairbury,	Gazette,	W.	Albany,	Argus,	D.
Fremont,	Herald,	D. & W.		Evening Journal,	D. & W.
Grand Island,	Independent,	D. & W.		Morning Express,	D.
Hastings,	Nebraskan,	D. & W.		Press and Knicker-	D.
Kearney,	Journal,	D. & W.		bocker,	D.
Lincoln,	Call,	D.		Country Gentleman,	W.
	State Journal,	D. & W.		Sunday Telegram,	S.
Nebraska City,	Nebraska Farmer,	W.		Poultry Monthly,	M.
	Press,	D. & W.	Albion,	Orleans Republican,	D. & W.
Omaha,	Bee,	D.	Amsterdam,	Democrat,	D.
	Democrat,	D.	Auburn,	Advertiser,	D.
	Republican and Dis-	D.		Bulletin,	D.
	patch,	D.		News and Democrat,	W.
	World-Herald,	D.	Ballston Spa,	Democrat,	W.
	Western Stockman	D.	Batavia,	News,	D.
	and Cultivator,	S. M.	Bath,	Farmers' Advocate,	W.
Plattsmouth,	Journal,	D. & W.	Binghamton,	Democrat,	D. & W.
Wahoo,	Wasp,	W.		Leader,	D.
York,	Times,	D. & W.	Brooklyn,	Republican,	D. & W.
	NEVADA.			Citizen,	D.
Carson City,	Morning Appeal,	D.		Standard-Union,	D.
Reno,	Gazette,	D. & W.		Times,	D.
Virginia City,	Chronicle,	D. & W.		Catholic Youth,	S.
			Buffalo,	Commer'l Advertiser,	D.
				Courier,	D.
				Evening News,	D.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Buffalo,	Morning Express,	D.	New York,	Dramatic Mirror,	D.
	Times,	D.		Dramatic News,	W.
	Saturday Tidings,	S.		Dramatic Times,	W.
	Cath. Union & Times,	W.		Dry Goods Economist,	W.
	Christian Advocate,	W.		Dry Goods Chronicle	W.
	Farmers' Journal and	W.		& Fancy Goods Rev.,	W.
	Live Stock Review,	W.		Electric Age,	W.
	Lumber World,	M.		Electrical World,	W.
	Popular Gardening,	M.		Engineering & Bid'ng	W.
	Roller Mill,	M.		Rec. & San. Engineer,	W.
Cambridge,	Post,	W.		Engineering and Min-	W.
Canandaigua,	Ontario County Times,	W.		ing Journal,	W.
Catskill,	Examiner,	W.		Evangelist,	W.
Cohoes,	Evening Dispatch,	D.		Examiner,	W.
Corning,	Democrat,	D. & W.		Family Story Paper,	W.
Cortland,	Standard,	W.		Financier,	W.
Dunkirk,	Evening Observer,	D.		Fire-side Companion,	W.
	Advertiser & Union,	W.		Forest and Stream,	W.
	Chautauqua Farmer,	W.		Frank Leslie's Illus-	W.
Elmira,	Advertiser,	D. & W.		trated Newspaper,	W.
	Gazette & Free Press,	D.		Frank Leslie's Illus-	W.
	Telegram,	S.		trated Zeitung,	W.
Flatbush,	Gazette,	W.		Freeman's Journal,	W.
Flushing,	Evening Journal,	D. & W.		Golden Hours,	W.
Fulton,	Times,	W.		Golden Weekly,	W.
Geneva,	Courier,	W.		Harper's Bazar,	W.
Glens Falls,	Times,	D. & W.		Harper's Weekly,	W.
Gloversville,	Leader,	D.		Harper's Yng People,	W.
	Standard,	D. W.		Illus. Chris'n Weekly,	W.
Greenbush,	Evening Star,	W.		Illustrated News,	W.
Greenpoint,	Star,	D.		Independent,	W.
Herkimer,	Citizen,	W.		Irish World,	W.
Hornellsville,	Evening Tribune,	D. & W.		Iron Age,	W.
Hudson,	Republican,	D. & W.		Jewish Messenger,	W.
Ithaca,	Journal,	D. & W.		Judge,	W.
Jamestown,	Journal,	D. & W.		Katholisches Volks-	W.
Johnstown,	Democrat,	W.		blatt,	W.
Kingston,	Freeman,	D. & W.		Ledger,	W.
	Leader,	D.		Life,	W.
Lansingburgh,	Courier,	W.		Medical Journal,	W.
Little Falls,	Journal and Courier,	W.		Medical Record,	W.
Lockport,	Journal,	D. & W.		Metal Worker,	W.
L. I. City,	Star,	D. & W.		Munsey's Weekly,	W.
Lyons,	Republican,	S. W.		National Grocer,	W.
Malone,	Farmer,	W.		Nat. Police Gazette,	W.
Matteawan,	Fishkill Journal,	D. & W.		New Yorker Revue	W.
Medina,	Tribune,	W.		und Beobachter,	S.
Middletown,	Argus,	D. & S. W.		New Yorker's Schwa-	W.
Mount Vernon,	Chronicle,	S. W.		bisches Wochenbl't,	W.
New Brighton,	Sentinel,	W.		Observer,	W.
Newburgh,	Journal,	D. & S. W.		Oil, Paint & Drug Rep.,	W.
	Register,	D.		Once a Week,	W.
Newtown,	Register,	W.		Our Youth,	W.
New York,	Com. Advertiser,	D.		Pioneer,	W.
	Cour. Des Etats Unis,	D. & W.		Printers' Ink,	W.
	Evening Post,	D.		Puck (English),	W.
	Evening Telegram,	D.		Puck (German),	W.
	Herald,	D. & S.		Railroad Gazette,	W.
	Jour. of Commerce,	D.		Rural New Yorker,	W.
	Mail and Express,	D.		School Journal,	W.
	Morning Journal,	D. & S.		Science,	W.
	News,	D. & S.		Scientific American,	W.
	Tages Nachrichten,	D.		Spirit of the Times,	W.
	Sointags Nachrichten,	S.		Sporting Times,	W.
	Press,	D. & S.		Sportsman,	W.
	Staats-Zeitung,	D. S. & W.		Standard,	W.
	Star,	D.		Sunday Mercury,	W.
	Evening Sun,	D.		Sunday Union and	W.
	Sun,	D. S. & W.		Catholic Times,	W.
	Times,	D. S. & W.		Tablet,	W.
	Tribune,	D. S. & W.		Texas Siftings,	W.
	Evening World,	D.		Town Topics,	W.
	World,	D. S. & W.		Turf, Field and Farm,	W.
	American Analyst,	W.		Voice,	W.
	American Banker,	W.		Weekly,	W.
	American Dairyman,	W.		Witness,	W.
	American Grocer,	W.		Church Record,	S. M.
	American Machinist,	W.		Dorcas Magazine,	S. M.
	American Musician,	W.		Mechanical News,	S. M.
	Argosy,	W.		Am. Agriculturist,	M.
	Belletristisches Jour.,	W.		American Druggist,	M.
	Boys of New York,	W.		American Garden,	M.
	Bradstreet's,	W.		Am. Missionary,	M.
	Catholic News,	S.		Belford's Magazine,	M.
	Catholic Review,	W.		Builder and Wood-	W.
	Christian Advocate,	W.		worker,	M.
	Christian at Work,	W.		Carpentry & Building,	M.
	Christian Herald and	W.		Cassell's Family	W.
	Signs of Our Times,	W.		Magazine,	M.
	Christian Inquirer,	W.		Century Magazine,	M.
	Christ'n Intelligencer,	W.		Church Union,	M.
	Christian Union,	W.		Cosmopolitan,	M.
	Churchman,	W.		Deilemeator,	M.
	Clipper,	W.		Demorest's Ill. Mag.,	M.
				Domestic Monthly,	M.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
New York,	Drake's Magazine,	M.	Wappingers F.,	Chronicle,	W.
	Druggist's Circular,	M.	Warsaw,	Times,	W.
	Electrical Engineer,	M.	Watertown,	Observer,	W.
	Fey Goods Graphic,	M.	Watertown,	Times,	D. & W.
	Fashion Bazar,	M.		Post,	W.
	Frank Leslie's Popu-		West Troy,	Journal & Democrat,	W.
	lar Monthly,	M.	Yonkers,	Statesman,	D. & W.
	Harper's Magazine,	M.			
	Home and Country,	M.		NORTH CAROLINA.	
	Home Maker,	M.	Asheville,	Citizen,	D. & W.
	Home Missionary,	M.	Charlotte,	Chronicle,	D. & W.
	Homiletic Review,	M.	Durham,	Sun,	D.
	Household Compan-			Recorder,	W.
	ion,	M.	Goldsboro,	Argus,	D. & W.
	Household Journal,	M.	Greensboro,	Workman,	D. & W.
	Housewife,	M.	New-Berne,	Journal,	D. & W.
	Illus. Companion,	M.	Oxford,	Day,	D.
	International Jour-		Raleigh,	News & Observer,	D. & W.
	nal of Surgery,	M.		Biblical Recorder,	W.
	Ladies' World,	M.		Progressive Farmer,	W.
	Lady's Bazar,	M.	Washington,	Progress,	D. & W.
	L'Art de la Mode,	M.	Wilmington,	Messenger,	W.
	Magazine of Art,	M.	Wilson,	Advance,	D. & W.
	Manufacturer and		Winston,	Western Sentinel,	W.
	Builder,	M.			
	Metropolitan,	M.		NORTH DAKOTA.	
	Mme. Demorest's		Bismarck,	Tribune,	D. & W.
	Fashion Journal,	M.	Fargo,	Republican,	D. & W.
	North Am. Review,	M.	Grand Forks,	Herald,	D. & W.
	Our Country Home,	M.	Jamestown,	Alert,	D. & W.
	Outing,	M.	Mandan,	Pioneer,	D. & W.
	Painters' Magazine,	M.			
	People's Home Jour.,	M.		OHIO.	
	Popular Science,	M.	Akron,	Beacon,	D. & W.
	Power-Steain,	M.		Republican,	D.
	Puck's Library,	M.		Am. Farm News,	M.
	Quiver,	M.	Alliance,	Leader,	D. & W.
	St. Nicholas,	M.	Ashland,	Times,	W.
	Scientific American,		Ashtabula,	Beacon,	D.
	Architects' & Build-			Telegraph,	W.
	ers' edition,	M.		Journal,	W.
	Scribner's Magazine,	M.	Athens,	Tribune,	D. & S. W.
	S. School Journal,	M.	Bellaire,	Republican,	S. W.
	Teacher's Institute,	M.	Bellefontaine,	Democrat,	W.
	Treasure Trove,	M.	Bowling Green,	Press,	W.
	Woman's World,	M.	Bryan,	Evening Telegraph,	D.
	Shoppell's Modern		Bucyrus,	Jeffersonian,	W.
	Houses,	Q.	Cambridge,	News Democrat,	D.
	Telegraph,	W.	Canton,	Repository,	D. & W.
Norwich,	Union,	S. W.		News,	D. & W.
Nyack,	Journal,	D. & W.	Chillicothe,	Commercial Gazette,	D. & W.
Ogdensburgh,	Journal,	D. & W.	Cincinnati,	Enquirer,	D. & W.
Olean,	Herald,	D. & W.		Evening Post,	D.
Oneida,	Times,	D. & W.		Times-Star,	D. & W.
Oneonta,	Democratic Union,	S. W.		Volksblatt,	D. & W.
Oswego,	Herald,	W.		Am. Grange Bulletin,	W.
	Palladium,	D. & W.		American Israelite,	W.
Owego,	Record,	D. & W.		Christian Leader,	W.
Peekskill,	Gazette,	W.		Christian Standard,	W.
Penn Yan,	Messenger,	W.		Der Chr. Apologete,	W.
Plattsburgh,	Express,	W.		Herald and Presbyter,	W.
	Morning Telegram,	D. & W.		Journal & Messenger,	W.
	Sentinel,	W.		Wahrheitsfreund,	W.
Port Jervis,	Union,	D. & W.		W. Chr. Advocate,	W.
	Orange Co. Farmer,	W.		Artisan,	M.
Poughkeepsie,	Eagle,	D. & S. W.	Circleville,	Nat. Norm. Exponent,	M.
	News-Press,	D.	Cleveland,	Herald,	D. & W.
Rochester,	Dem. and Chronicle,	D. & W.		Anzeiger,	D. & S.
	Morning Herald,	D.		Evening Star,	D.
	Post Express,	D.		Leader,	D. & W.
	Union & Advertiser,	D.		Plain Dealer,	D. & W.
	Am. Rural Home,	W.		Press,	D.
	Jewish Tidings,	W.		Der Christliche Bots-	W.
	Vick's Illus. Mag.,	M.		chaffer,	W.
	Green Fruit Grower,	Q.		Evangel. Messenger,	W.
Rome,	Sentinel,	D. & S. W.		Ohio Pract'l Farmer,	W.
Saratoga Sp'gs,	Saratogian,	D. & W.		Union Gospel News,	W.
Schenectady,	Evening Star,	D.		Western Machinist,	S. M.
	Union,	D. & W.	Columbus,	Dispatch,	D.
Seneca Falls,	Courier,	W.		Ohio State Journal,	D. & W.
Sing Sing,	Dem. Register,	W.		Press,	D. & W.
Syracuse,	Evening Herald,	D.		Catholic Columbian,	W.
	Journal,	D.		Ohio Waisenfreund,	W.
	Morning Standard,	D.		City and Country,	M.
	N. Chr. Advocate,	W.		Age,	W.
Tarrytown,	Argus,	W.	Coshocton,	Transcript,	W.
Tonawanda,	News,	D.		Evening News,	D.
Troy,	Morning Telegram,	D.	Dayton,	Herald,	D. & W.
	Press,	D.		Journal,	D.
	Times,	D. & W.		Religious Telescope,	W.
Utica,	Catholic Weekly,	W.		Farmers' Home,	M.
	Herald and Gazette,	D.		Crescent,	D.
	Press,	D. & W.	Defiance,	Gazette,	D. & S. W.
	Saturday Globe,	W.	Delaware,	Crisis,	D. & W.
			East Liverpool,	Tribune,	W.
			Eaton,	Register,	W.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Elyria,	Republican,	W.	Bradford,	Era,	D. & W.
Findlay,	Jeffersonian,	D. & W.	Bristol,	Every Evening,	D.
Fostoria,	Dispatch,	D.		Gazette,	W.
	Review,	W.	Butler,	Times,	D. & W.
Fremont,	News,	D. & W.	Carbondale,	Leader,	D.
	Journal,	W.	Carlisle,	Sentinel,	D. & W.
Gallon,	Inquirer,	W.	Chambersburg,	Repository,	D. & W.
Gallipolis,	Bulletin,	W.	Chester,	Times,	D.
Greenville,	Democrat,	W.	Columbia,	News,	D. & W.
Hamilton,	News,	D. & W.		Herald,	W.
Hillsborough,	Gazette,	W.	Conshohocken,	Recorder,	W.
Ironton,	Irononian,	D. & W.	Corry,	Leader,	D. & W.
Jackson,	Standard Journal,	W.	Danville,	Record,	D. & W.
Kenton,	Republican,	W.	Du Bois,	Courier,	D. & W.
Lancaster,	Ohio Eagle,	W.	Dunmore,	Pioneer,	W.
Lebanon,	Western Star,	W.	Easton,	Argus,	D. & W.
Lima,	Times,	D. & W.		Free Press,	D. & W.
London,	Democrat,	W.	Erie,	Herald,	D. & W.
Mansfield,	Herald,	D. & W.		Dispatch,	D. & W.
Marietta,	Register,	T. W.	Fannettsburg,	Park's Floral Mag.,	M.
	Times,	W.	Franklin,	Evening News,	D.
Marion,	Star,	D. & W.		Venango Spectator,	W.
Marion's Ferry,	Ohio Valley News,	W.	Freeland,	Progress,	S. W.
Marysville,	Tribune,	W.	Gettysburg,	Star and Sentinel,	W.
Massillon,	Independent,	D. & W.	Greensburg,	Press,	D. & W.
	American,	W.	Harrisburg,	Independent,	D. & W.
Middletown,	Signal,	D. & W.		Patriot,	D.
Mount Vernon,	Republican,	S. W.		Telegraph,	D. & W.
	Democratic Banner,	W.		Morning Telegram,	D. & W.
Napoleon,	Dem. Northwest,	W.	Hazleton,	Sentinel,	W.
Newark,	Advocate,	D. & W.	Homestead,	Local News,	W.
New Phila.,	Advocate,	W.	Honesdale,	Independent,	W.
Norwalk,	Reflector,	D. & W.	Huntingdon,	News,	D. & S. W.
	Chronicle,	W.		Journal,	W.
Piqua,	Call,	D.	Indiana,	Democrat,	W.
	Leader,	W.	Johnstown,	Tribune,	D. & W.
Pomeroy,	Telegraph,	W.	Kittanning,	Union Free Press,	W.
Portsmouth,	Times,	W.		Examiner,	D. & W.
Ravenna,	Republican,	W.		Intelligencer,	D.
Salem,	News,	D. & W.		New Era,	D. & W.
Sandusky,	Register,	D. & W.		Lutheran Observer,	W.
Sidney,	Democrat,	W.	La Plume,	Seed Time & Harvest,	M.
Springfield,	Gazette,	D.	Lebanon,	Times,	D. & W.
	Republic Times,	D.	Lewisburg,	Saturday News,	W.
	Beacon,	W.	Lewistown,	Democrat & Sentinel,	W.
	Lutheran Evangelist,	W.	Lock Haven,	Express,	D.
	New Era and Dela-	W.		Republican,	W.
	ware Signal,	W.	McKeesport,	News,	D.
	Farm and Fireside,	S. M.		Times,	D.
	Ladies' Home Com-	S. M.	Mahanoy City,	Record,	T. W.
	panton,	D. & W.	Manayunk,	Chron. & Advertiser,	W.
Steuenville,	Herald,	D. & W.	Mauch Chunk,	Times,	D. & W.
Tiffin,	Tribune and Herald,	D. & W.	Meadville,	Tribune-Republican,	D. & W.
Toledo,	Bee,	D.		Chautauquan,	M.
	Blade,	D. & W.	Mechanicsburg,	Farmers' Friend,	W.
Troy,	Commercial,	D. & W.	Middletown,	Journal,	W.
Up. Sandusky,	Trojan,	D. & W.		Record,	W.
Urbana,	Wyandot Union,	S. W.	Monongahela		
Van Wert,	Citizen,	D. & W.	City,	Republican,	D. & W.
Wapakoneta,	Bulletin,	D. & W.	New Castle,	News,	D. & W.
Warren,	Democrat,	W.		Guardian,	W.
	Chronicle,	D. & W.	Norristown,	Times,	D. & W.
Wash'gton C.H.,	Tribune,	W.	Oil City,	Derrick,	D. & W.
Wellsville,	Herald,	D. & W.	Philadelphia,	Call,	D.
Wilmington,	Union,	D. & W.		Demokrat,	D. & W.
Wooster,	Journal,	W.		Evening Bulletin,	D.
	Republican,	D. & W.		Item,	D. & S. W.
	Democrat,	W.		Neue Freie Presse,	D.
Xenia,	Gazette and Torch-	D. & S. W.		North American,	D.
	light,	D. & W.		Press,	D. & S. W.
Youngstown,	Telegram,	D. & W.		Public Ledger,	D.
Zanesville,	Courier,	D. & W.		Record,	D. & S.
	Times Recorder,	D.		Times,	D. & S. W.
	OREGON,			Christian Instructor,	W.
	Herald,	D. & W.		Christian Standard,	W.
Albany,	Astorian,	D. & W.		Golden Days,	W.
Astoria,	Vindicator,	W.		Grocer,	W.
East Portland,	Evening Telegram,	D.		Guardian Angel,	W.
Portland,	Oregonian,	D. & W.		National Baptist,	W.
	West Shore,	W.		Practical Farmer,	W.
Salem,	Oregon Statesman,	D. & W.		Presbyterian,	W.
The Dalles,	Times Mountaineer,	W.		Presbyterian Journal,	W.
	PENNSYLVANIA,			Protestant Standard,	W.
Allentown,	Chronicle & News,	D. & W.		Ref. Ch. Messenger,	W.
	City Item,	W.		Saturday Even'g Post,	W.
	Welt Bote,	W.		Saturday Night,	W.
Altoona,	Mirror,	D.		Sporting Life,	W.
	Tribune,	D. & W.		Standard of the Cross	W.
Ashland,	Evening Telegram,	D. & W.		and the Church,	W.
Beaver Falls,	Tribune,	D. & W.		Sunday School Times,	W.
Bellefonte,	News,	D.		Our Young People,	B. W.
Bethlehem,	Times,	D.		Farm and Fireside,	S. M.
Bloomsburgh,	Columbian,	W.		Agents' Herald,	M.
Braddock,	News,	D.		Baptist Teacher,	M.
				Farm Journal,	M.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Brattleboro,	Phoenix,	W.	Racine,	Journal,	D. & W.
Burlington,	Household,	M.		Times,	D.
Montpelier,	Free Press,	D. & W.	Sheboygan,	Wis. Agriculturist,	S. M.
Rutland,	Argus and Patriot,	W.		Journal,	D. & W.
St. Albans,	Herald,	D. & W.		Herald,	W.
St. Johnsbury,	Messenger,	D. & W.	Stevens' Point,	Journal,	W.
	Caledonian,	W.	Watertown,	Republican,	W.
	VIRGINIA.			Weltburger,	W.
Alexandria,	Gazette,	D.	Waukesha,	Torch of Liberty,	W.
Bristol,	News,	W.		Freeman,	W.
Charlottesville,	Jeffersonian Repub'n,	W.	West Superior,	Evening Journal,	D. & W.
Danville,	Register,	D.		WYOMING.	
Fredericksburg,	Star,	S. W.	Cheyenne,	Leader,	D. & W.
Hampton,	Home Bulletin,	W.	Laramie City,	Boomerang,	D. & W.
Lynchburg,	Advance,	D. & W.			
	Virginian,	D.			
Manchester,	Leader,	D.			
Norfolk,	Public Ledger,	D.			
	Virginian,	D. & W.			
Petersburg,	Index Appeal,	D. & W.			
Portsmouth,	Progress,	D. & W.			
Richmond,	Dispatch,	D. & W.			
	State,	D.			
	Times,	D.			
	Christian Advocate,	D.			
Roanoke,	Religious Herald,	W.			
Staunton,	Herald,	W.			
Winchester,	Virginian,	W.			
	Times,	W.			
	WASHINGTON.				
Seattle,	Post Intelligencer,	D. & W.			
	Press,	D.			
Spokane Falls,	Chronicle,	D. & W.			
	Morning Review,	D.			
Tacoma,	Ledger,	D. & W.			
Walla Walla,	Statesman,	D. & W.			
	WEST VIRGINIA.				
Charleston,	Star,	D. & W.			
Clarksburg,	News,	W.			
Grafton,	Eagle Sentinel,	W.			
Huntington,	Times,	D.			
Martinsburg,	Statesman,	W.			
Parkersburg,	State Journal,	D. & W.			
Point Pleasant,	State Gazette,	W.			
Wellsburg,	Pau-Handle News,	W.			
Wheeling,	Intelligencer,	D. & W.			
	Register,	D. & W.			
	WISCONSIN.				
Appleton,	Post,	D. & W.			
	Crescent,	W.			
Ashland,	News,	D. & W.			
Baraboo,	Republic,	W.			
Beloit,	Free Press,	D. & W.			
Chippewa Falls,	Independent,	D. & W.			
Eau Claire,	Free Press,	D. & W.			
	Leader,	D.			
Fond du Lac,	Commonwealth,	D. & W.			
Fort Atkinson,	Hoard's Dairyman,	W.			
Green Bay,	State Gazette,	D. & W.			
	Advocate,	W.			
Janesville,	Gazette,	D. & W.			
Kenosha,	Telegraph-Courier,	W.			
La Crosse,	Morning Chronicle,	D.			
	Republican & Leader,	D. & W.			
Madison,	Democrat,	D. & W.			
	State Journal,	D. & W.			
	Northwestern Mail,	W.			
Manitowoc,	Der Nord-Western,	W.			
Marinette,	Blagle,	W.			
Menomonie,	News,	W.			
Milwaukee,	Wisconsin,	D. & W.			
	Journal,	D.			
	News and Review,	D.			
	Sentinel,	D. & W.			
	Deutsche Warte,	S. W.			
	Germania,	S. W.			
	Catholic Citizen,	W.			
	Der Haus und Bauern-	W.			
	freund,	W.			
	Peck's Sun,	W.			
	Acker und Gartenbau	W.			
	Zeitung,	S. M.			
	U. S. Miller and Mill-	W.			
	ing Engineer,	M.			
Monroe,	Independent,	D.			
Neenah,	Times,	D. & W.			
	Gazette,	W.			
Oconto,	Reporter,	W.			
Oshkosh,	Northwestern,	D. & W.			
	Times,	D.			
Portage,	Register,	D. & W.			

Place.	Paper.	Issue.
Toronto,	Evening Telegram,	D.
	Globe,	D. & W.
	Mail,	D. & W.
	World,	D.
	Can. Presbyterian,	W.
	Canadian Baptist,	W.
	Christian Guardian,	W.
	Farm and Fireside,	W.
	Forest and Farm,	W.
	Grip,	W.
	Ladies' Journal,	M.
	Rural Canadian,	M.
	Sunday Sch. Banner,	M.
	Courier,	W.
Trenton,	Chronicle,	W.
Windsor,	Essex Review,	W.
Woodstock,	Sentinel-Review,	D. & W.

PRINCE EDWARD ISLAND.

Charlottetown,	Examiner,	D. & W.
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QUEBEC.

Levis, Montreal,	Le Quotidien,	D. & W.
	Gazette,	D.
	Herald,	D.
	La Presse,	D.
	Le Monde,	D. & W.
	Star,	D. & W.
	Witness,	D. & W.
	Canad'n Jour. of Com.,	
	Finance & Ins. Rev.,	W.
	Canadian Trade Rev.,	
	Fin'ce & Ins. Record,	W.
	Les Modes Francaises	
	Illustras,	W.
	True Witness,	W.
Quebec,	Northern Messenger,	B. W.
	Presbyterian Record,	M.
	L'Evenement,	D.
	Le Cultivateur,	W.
	Morning Chronicle,	D.
	Telegraph,	D.
St. Hyacinthe,	Le Courier,	T. W. & W.
St. John's,	News,	W.
Sherbrooke,	Gazette,	W.
Sorel,	Le Sorelois,	S. W.
Three Rivers,	Le Journal,	S. W.
Valleyfield,	Le Progres,	W.
Waterloo,	Advertiser,	W.

NEWFOUNDLAND.

St. John's	Evening Herald,	D.
	Evening Telegram,	D.

AN ENGLISH VIEW OF THE FOREIGN PRESS.

In a newly issued book called "The Advertiser's A B C," published by the London advertising agency of T. B. Browne, appears the following review of the "foreign press" from an English standpoint:

"So far, the foreign press—if we except that of America, in respect of which the ties of kinship are so close that we can hardly look upon it as foreign—has not been abreast of us in the matter of advertising. Even France, with all its enterprise and activity, has not risen to the occasion in this important department of business, but still presents a practically undeveloped field. Germany has shown some little appreciation of the situation, and has evinced a tendency to not altogether ignore her advertising opportunities, but, compared with England, her efforts can only be considered small; while most of the other foreign coun-

tries have so utterly neglected to avail themselves of this most effective of all mediums of publicity that they hardly come into comparison. It is not the largest country, however, that is the most prolific in newspaper enterprises. For instance, Switzerland publishes more newspapers in proportion to its population than Germany.

"Probably in the history of French newspaper enterprise the most remarkable successes have been *Galignani's Messenger*, *Le Petit Journal* and *Le Matin*; but, of course, none of these have ranked so high in journalistic estimation as others which are regarded as the leading Parisian newspapers. The French press is to-day the freest in all Europe. Caution money is unknown, and, beyond contemptuous language against the President of the Republic, there are no offenses except those against the common law—calumny, defamation, outrage, incitement to assassination or revolt (when this incitement is followed by any result), and offenses against public morals. From an advertising point of view, as we hinted at the outset, the French papers are sadly behindhand. Joseph Reinach, in an article to the *Nineteenth Century* some time ago, referred to this fact. He spoke of the sizes of the French newspapers being much smaller than those of English ones, a circumstance he attributed to several causes, the first of which was that 'advertising is with us in its infancy; whilst the large papers of London show every day eight and even twelve enormous pages of advertisements in small type, our most widely read papers have rarely more than one page of advertisements in large type. Advertisements are confined to special papers—*Les Petits Affiches*, *Le Journal des Gens de Maison*, etc. Moreover, advertisements play a very small part in our Parisian life.' Further comparison with our English newspapers shows that, in regard to price, leading matter, and latest telegraphic news, the French still lag behind. As for price, the greater part of the morning papers sell at fifteen centimes, except the *Journal des Debats*, which is twenty centimes in Paris and twenty-five centimes in the provinces. The evening papers, except *Le Temps*, were formerly sold at ten centimes, although Emile de Girardin was the pioneer of a cheaper French press, and five centimes became an established

price in many instances. With the reduction of price the circulation increased, and the papers most largely sold now are *Le Petit Journal*, *Le Matin*, *Le Petit Parisien*, *La République Française* and *La Lanterne*. While journalism in England is usually very earnest and serious, across the silver streak it is rather light and frivolous. In England journalism is a profession; in France every one has been, is, or will be a journalist. Here it is parties who have papers; in France as soon as a man has begun to think he must have a special paper. In Paris alone there is an aggregate of about 500 journals devoted to law, medicine, surgery, pharmacy, sports; papers for the hatters' and shoemakers' trades, papers relating to syndics, chambers, for carpenters and joiners; newspapers for wine merchants, and gazettes of fashion. Several of the Parisian illustrated papers will compare favorably with the English illustrated ones, notably *Le Monde Illustré*, *L'Illustration*, *L'Univers Illustré* and *La Vie Moderne*. *Le Journal Amusant* is a paper which in the future will be regarded as a pictorial history of the Paris of to-day. Statistically, and not taking into account the shadier emanations of the press, which at various intervals soil the reputation of journalism, there are thirty-seven daily and eight weekly papers published in Paris. In the French provinces the number of journals reaches a total of 152.

"Newspapers in Germany had their birth with the *Frankfurter Journal*, established in 1615 at Frankfort-on-Main, and the example was rapidly followed in other parts of the Fatherland, until in 1833 the number of German journals of all kinds, popular journals included, but without reckoning periodicals devoted to literature or science, amounted to nearly 350. In 1849 this number had increased to 1,551; in 1879 the total number of papers published in the German language in all parts of the world reached to nearly 5,480; in Germany proper, to 3,780. The *Cologne Gazette*, the *National Zeitung* and the *Volkszeitung* are the leading papers in the Empire, although German Socialism has found considerable success in numerous journalistic ventures. Political newspapers, etc., throughout Germany are most recently estimated to number over 2,500, of which some-

thing more than one-fourth are avowedly Government or administrative organs.

"Switzerland ranks high as a newspaper-producing country. It has at present 812 newspapers, inclusive of the official publications of the Bund and the cantons, or one newspaper to every 3,505 persons. Zurich has the largest number, 123; Geneva comes next; then Basle. Reckoning according to language, the numbers are as follow: 491 Swiss papers are in German, 227 in French, 17 in Italian, 3 in Romansch, and 3 in other languages. The Swiss daily journals are 66 in number; 10 appear twice a day (morning and evening), 49 appear thrice a week, 144 twice a week, and 201 are weekly."

(To be continued.)

ANOTHER NEW PROFESSION.

There is, in a pretentious office building up town, a gentleman with a serene and humorous cast of face, an erect figure, and a smile that is as much identified with his countenance as are his drooping glasses and elusive blond mustache. His name is James Goodwin, and he is a creator of ideas. He sells the ideas in the rough, makes a capital living, and works on contentedly without a trace of yearning for fame, yet the fame of many caricaturists and artists in New York belongs by right to him. Artists and newspaper illustrators are almost entirely destitute of humor, taken all in all, although there are one or two exceptions. The majority of them have the ability to draw cleverly, but the inventive and humorous faculties are not included in their mental and artistic make-up. These men Mr. Goodwin supplies with ideas. His sketches are made roughly on brown paper and forwarded to different artists regularly every day. This week no less than nine pictures in the current issues of the comic papers were inspired by the creator of ideas, although they are all signed by the names of prominent caricaturists in very large, black and prominent letters. Mr. Goodwin declares, by the way, that the artists lack assurance more than ability, and that if they only knew the trick they could create an idea as easily as he does it for them. But they do not seem able to find out the Goodwin secret.—*New York Sun*.

A PROPOSITION TO PUBLISHERS.

Country newspaper men are constantly receiving circulars similar to the following; and yet there are some men who claim that the country editor's lot is not a happy one:

SOMETHING TO THINK ABOUT.

As things has dragged along the past year or so, and the most of them think strange, that Circulars and Advertising do not pay as well as it did a few years ago, and all say what is the reason. Simply the People get disgusted with so much mis-representing, and the quicker that you drop the snide goods and handle something with merit, then you will begin to do something.

There is more Jewelry worn than ever before throughout the country, and the people is willing to pay for a good article, but so much of the cheap stuff is given as premiums and sold throughout the country that it kills the reputation of any concern. The only parties that has done a successful Business in the past years are only those that will not deal in sham goods.

Like the "Ladies Home Journal," or "Youth Companion," now if they can make a success by dealing in First Class Goods why not you, and with that idea I have just got out a New Line of Goods that the best of them will wear and give satisfaction and will bring in another order by it.

For it will pay you to handle these goods as there is a good profit in them.

We can give you a Discount of from 50 to 100 per cent on prices in the circular.

A newspaper publisher who would not be satisfied with a discount of 100 per cent. must be very hard to suit.

ONE WAY OF ADVERTISING.

One of the advertiser's arts is to send samples through the express offices, charges unpaid, addressed to persons whose names are taken by the page from the city directories. If the citizen takes the package out of the office, not knowing what it contains, notice of the contents is thrust upon him. If he does not take it out, the express company sells the package to pay charges, and as it is nicely wrapped and probably heavy, it readily finds a purchaser. It makes no difference to the advertiser who gets the package.

A Chicago Washing Machine Company worked this scheme beautifully. At yesterday's sale of unclaimed express packages here, one man succeeded in outbidding an old German woman who was endeavoring to get a little paper box. When he opened it there was no glittering gold to greet his eyes, but printed on a yellow paper was the startling statement: "Terms to Agents. For \$5 we will send twelve washing machines; sell for \$24. Agent's profit, \$10. For \$25 we will send seventy-five washers; sell for \$150. Agent's profit, \$125." The trembling gentleman, almost overcome by this gush of favor, dug deeper and exposed to view a little tin vessel with miniature stove-pipe attachments. It is possibly capable of use as the agent's badge.

The purchaser was inconsolable until he found that nearly all his neighbors had bought packages containing the same assortment of goods. Each was confidentially informed by

circular that he was sole agent and might have all to himself the 500 per cent. profit.—*Indianapolis News.*

A MODERN INSTANCE.

"The value of advertising is something wonderful," said a young married friend of mine. "You know I live pretty well out south, don't you, and that my wife goes away for the summer? Well, I talked with a few young fellows and we concluded that if we could get a small flat in a convenient location we would club together and live on the co-operative plan during the warm season; so I advertised for such a flat. I represented to my wife that it would be cheaper for me to board than to keep the house going for myself and the hired girl, and she readily agreed that it would be better to discharge the girl and go to a boarding-house or hotel.

"Then, looking the Sunday paper over, she thought it would be a pious notion to try and rent our flat for the summer, and when I went to the newspaper office for answers, the first one I opened was from my wife trying to rent to me our own flat. The advertisement called for a small furnished flat for the summer, and that seemed to fit, so she made a bid for patronage without saying a word to me about it. It would have spoiled the whole scheme, and I wouldn't have that break down for anything. When we get things running smoothly we'll have mighty high jinks in that flat. But isn't advertising a great thing?"—*Chicago Mail.*

Low Estimates. **DODD'S Adv'g Agency, Boston**
Careful Service. 265 Wash'n St.
Reliable Dealings.

A New Handy Binder for "Printers' Ink."

Opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers, GEO. F. ROWELL & CO., 10 Spruce St., N. Y.

BELT DRESSING

AND

Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

JOS. DIXON CRUCIBLE CO.,
Jersey City, N. J.

ONE OF THE 28.

The American Agriculturist,

OF NEW YORK CITY,

is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between

100,000 and 150,000

copies each issue.

UNDER HIS OWN VINE AND FIG TREE



IS the happy man who lives in the rural districts wont to take "COMFORT" these balmy midsummer days. Our artist has pictured the family group just at eventide, when, free from the daily cares, "COMFORT" comes, in more than one sense. The subscription list of "COMFORT" is daily increasing, because it has got a good start in the rural homes. This class are working for us every day. Their vacation comes in when they go around seeking subscriptions among their thrifty neighbors. They

are the ones who send the larger part of money that goes through the mails. **"COMFORT" now goes into over 200,000 happy homes** every month, and is fast working up to the HALF MILLION stint of '90. There will be no trouble in getting our little million in '91. Business is booming Summer and Winter. Take space while it is cheap, if you want to reach a good, live, thrifty, buying class of customers. Agencies sell it, or address THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 20,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS, AN EXTENSIVE List of the very best.

6,652 VILLAGE NEWSPAPERS—

more than one-half

of all the American

Weeklies—in which

advertisements are

inserted for \$46.85 a

line and appear in

the whole lot.

Book sent to any

address for



THIRTY CENTS.

American Newspaper Directory FOR

1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,

PUBLISHERS,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

PART of their way to fortune for many successful advertisers has been over this stretch of the

Road to Success:

They had an article which appealed to householders. They advertised it persistently in the papers of THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, and by that means spoke to parents in over **260,000** homes of the different Protestant denominations. These people are provident, many of them rich, and all have money to supply their needs. They are the people who make trade good all the year round. Their needs cover the whole year, for they have homes to keep up, children to clothe, feed, doctor and educate. They have tastes to gratify in ways of both simple and luxurious living.

The papers which can introduce you to these people are all **Home Journals** of the best character. They carry with them the reverence and authority gained by years of usefulness and good work.

The advertising rate is low and fixed. We shall be glad to receive your request for fuller information.

The
Religious Press
Association,
Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

One
Price
Advertising

Without Duplication
Of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 250,000 Copies

Religious Press
Association
Phila

Our Country Home,

NEW YORK.

WE GUARANTEE THAT

Our Country Home

Has a paid-in-advance Subscription List of

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the **Leading Rural Home Journals of America!**

Each number consists of Sixteen to Twenty-four Pages, handsomely illustrated and well printed.

ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

Send **COPY** and **ORDER AT ONCE** for **NEXT** issue.

OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton St., New York.



The Post Intelligencer,

SEATTLE, Washington.

—*~*~*—
THE POST INTELLIGENCER covers a valuable field, being the leading paper, and reaching every City and Town of prominence in the State.

CIRCULATION.

DAILY,	-	-	-	10,000
SUNDAY,	-	-	-	10,500
WEEKLY,	-	-	-	12,000

A. FRANK RICHARDSON,
SPECIAL EASTERN AGENT,
13, 14 & 15 Tribune Building, 317 Chamber of Commerce,
NEW YORK. CHICAGO.

Do You Realize That

EVERY time you permit your paper to go to press without being printed with the WILSON INK you are missing a good thing?

AND do you also realize that the typographical appearance of a newspaper depends largely upon the quality of ink used in printing it?

It is Very Important

TO an advertiser that a paper be decently printed, for otherwise his announcement is rendered unattractive, and consequently unprofitable. Readers also appreciate good ink.

IF you use the WILSON INKS, you are sure of having satisfactory results. Remember, if not as represented, the goods may be returned at our expense.

To Have Good Ink?

YOU should pay on the some reliable concern. Publishers say we give them a better article than other manufacturers furnish for twice the money.

IT will be worth your while to send for our price list. A sample package will convince you that our claims are not exaggerated.

WILSON'S INK,

The Best For Printers.

Its Quality Is Guaranteed.

Prices Furnished Upon Application.

W. D. Wilson Printing Ink Co., L't'd,
140 William St., New York.

Miscellanies.

THE REPORTER'S IDEA.

They were sitting in the parlor,
Where the light was low and dim;
She seemed very well contented,
And no murmur came from him.
"George," she asked, "are you reporting
For that horrid paper yet?
It is shameful how they publish
All the scandal they can get."
"No, my love," he answered softly,
And he winked unto himself!
"I have left." (In fact that morning
They had laid him on the shelf.)
"But," he said, and he hugged her closer,
She returning the caress,
"Just at present I am working
For the Associated Press."

—Frank Rowe in *Ex.*

"Dear, dear! The *Kazoo* is dead."
"What's the trouble?"
"Defective circulation."—*Brooklyn Life*.

It is an easier thing to be a fearless historian than it is to be a fearless editor. The dead can't punch back unless you are descended from them.—*Puck*.

It appears that the word "bazoo" has been omitted from the *Century* dictionary. The *Century Company* was probably blowing its own bazoo so energetically that it did not have time to put it in the dictionary.—*Light*.

A Modest Genius.—Idler: I suppose, like the majority of your class, you drop into poetry occasionally?

Newspaper Man—No, sir; I do not. I may rise into poetry occasionally.—*Terre Haute Express*.

To induce country custom, an enterprising Chicago hotel man has issued the following advertisement: "If your lungs are too weak to blow out the gas, please use hand bellows, which you will find in the washstand drawer."—*Arkansas Traveler*.

"Hab yo' got any medicine dat will purify de blood?"

"Yes; we keep this sarsaparilla, at \$1 a bottle. It purifies the blood and clears the complexion."

"Well, boss, hasn't yo' got sumfin' fo' about 50 cents, jess fo' de blood? I don't keer about the complexion."—*Life*.

The Reward of Virtue.—Visitor: I understand that you are going to stop publishing the Sunday edition of your paper on purely religious grounds?

Clerk—Yes, sir; we are.

Visitor—Can I see the editor or the business manager a moment?

Clerk—No, sir, they have just stepped out to get measured for halos.—*Judge*.

The poet, writing touchingly of his mother, said:

"Gray tinges in her hair I see;"

the printer, who appeared to be something of a blacksmith at the business, botched the job in getting it into type and the poet was distracted when the paper came out with the verse beginning:

"Great hinges in her hair I see;"

and the worst of all was the author's name was correctly printed at the foot of his song.—*Whiteside Herald*.

A Popular Fallacy.—That the easiest things to do, are, to tell the truth and to edit a newspaper.—*Light*.

Scrabble—See, all your recent poems are in blank verse.

Scribble—Yes; I've been trying the Louisiana Lottery of late.—*Town Topics*.

We do not have to look to the heavens to prove astronomical truths. In moving from Park Row to Frankfort street, New York, the *World* goes around the *Sun*.—*Puck*.

Miss Lentils (in Boston)—I have just discovered a poem in this magazine which I can't understand.

Miss Beans—Oh, how nice! Let us organize a club immediately.—*Munsey's Weekly*.

Overheard in a Magazine Office.—

"What do you mean by saying that the author of this story is a young man of twenty? He is sixty-four years of age."

"You forget. He was twenty when the story was accepted."—*New York Sun*.

Proprietor (astonished)—Whew! Three hundred subscribers in one mail! I wonder what is giving our paper such a boom?

Managing Editor (gleefully)—I killed our funny man's jokes on death by electricity.—*Texas Siftings*.

A Wicked Plot.—First Poet: I am going to get even with the editor of the *No-good Magazine*.

Second Poet—How?

First Poet—I've sent him a poem, and I've poisoned the mucilage on the return envelope.—*Puck*.

None of It in His Soul.—Angry Advertiser: If you think I'm going to pay you for this ad, you're mistaken.

Advertising Clerk—What's the matter with it?

"You promised to put it next to reading matter, and you've got it right alongside a column of poetry."—*Chicago Tribune*.

The Office Towel.—"Here," said the stage manager to the new actor, who was washing off his make up, "what are you trying to wipe on that sheet iron for? That's what we make the thunder with."

"Beg pardon," was the reply, "I—I thought it was the towel. I used to be in a newspaper office, you know."—*Lawrence (Mass.) American*.

Another Big Scheme Busted.—"Con," said Mr. Ketchum to his confidential clerk, "do you know what paper first kicked up a rumpus about those census questions?"

"I believe it was the *Sun*," said Con.

"Put it on our black list; never advertise in the miserable sheet again. Do you hear, sir?"

"Never. Just read over that circular you got up to send to census enumerators, will you?"

"Yes, sir. 'Dear Sir: When you have completed your duties as census enumerator, please write to us, and we will make you a flattering offer. We wish you to act as agent for our Dead Sure Remedies. Warranted to cure every disease on your list. Yours truly, Ketchum and Killam.'"

"Tear it up," said Mr. Ketchum, as he kicked the cat against the office partition.—*Puck*.